PCT WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 7 : G06F 17/60 — A2

(11) International Publication Number: WO 00/70517

(43) International Publication Date: 23 November 2000 (23.11.00)

(21) International Application Number: PCT/US00/12036

(22) International Filing Date: 4 May 2000 (04.05.00)

(30) Priority Data:

09/310,104	12 May 1999 (12.05.99)	US
09/419,874	15 October 1999 (15.10.99)	US

(71) Applicant: MOORE NORTH AMERICA, INC. [US/US]; 300 Lang Boulevard, Grand Island, NY 14072–1697 (US).

(72) Inventors: SMITH, Eric, W.; 40 Hollyvale Drive, Rochester, NY 14618 (US). DORFMAN, Alex; 66 Deumant Terrace, Tonawanda, NY 14223 (US). GREULICH, Kenneth, R.; 400 Riverview Drive, Youngstown, NY 14174 (US). BROAD, Thomas, M.; 11074 Carpenter Road, South Wales, NY 14139 (US).

(74) Agent: VANDERHYE, Robert, A.; Nixon & Vanderhye P.C., Suite 800, 1100 North Glebe Road, Arlington, VA 22201–4714 (US).

(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

Published

Without international search report and to be republished upon receipt of that report.

(54) Title: SUPPLYING GREETING CARDS AND GIFT CARDS OVER A GLOBAL COMPUTER NETWORK

(57) Abstract

A wide range (e.g. global) computer network provides for the ordering of greeting cards from a plurality of remote terminals each including a monitor and selector. When access to a central server is obtained using the remote terminals, options for selection by the accessing terminals are displayed on the terminal monitors including greeting card image, message, card personalization, recipient address, payment, gift card, and like options. In response to selections made by the accessing terminal a plurality of multi–color physical greeting cards, with imaged graphics and text, are printed at a central imaging facility and the greeting cards are physically transmitted (e.g. mailed) to the appropriate respective recipient addresses that were selected. Production of the greeting card, and a selected accompanying gift card, is preferably made utilizing a continuous web of paper, or sheet, by merging variable templates with variable text data and ripped graphic images, in a continuous process in which layouts, graphic images, and texts change independently from card to card as the plurality of cards are sequentially produced in the same continuous process. The gift cards may be paper, plastic, personalized, and/or with magnetic strip and RF technology encoded data/information, typically with one or both faces of a paper card laminated with transparent plastic.

BEST AVAILABLE COPY

SUPPLYING GREETING CARDS AND GIFT CARDS OVER A GLOBAL COMPUTER NETWORK

CROSS REFERENCE TO RELATED APPLICATION

This application is a continuation-in-part of U.S. Application Serial No. 08/310,104, filed May 12, 1999.

BACKGROUND AND SUMMARY OF THE INVENTION

The use of greeting cards (also known as social expression cards) to extend best wishes to friends, family members, and business associates, is very popular in many cultures, especially at major holidays and important personal dates such as birthdays and anniversaries. However, selecting, purchasing, and sending -- in a timely manner -- greeting cards can be a time consuming and energy intensive procedure, and all too many people wait until the last minute.

In order to minimize the time and energy spent in sending out greeting cards, many people use Internet based systems that allow greeting cards to be ordered -- and even personalized -- from a home or office computer over a global computer network (e.g. the Internet). It is also possible to ship gift certificates, or even gifts, at the same time, or with, the greeting cards. While present systems for providing and ordering greeting cards over a global computer network can be successful, oftentimes the greeting cards are completely predetermined, or personalized messages that are added are imprinted by using cumbersome techniques on an already prepared card. Also, the number of options and sophistication of the display of the cards, and services associated therewith are not as complete or effective as desired. Also, in typical ordering systems once the order is placed the card is printed and mailed shortly thereafter, requiring that one purchase a card that is to be mailed by the provider at a time close to the event toward which the greeting or social expression is directed, or entry of future date mailing is not as simple as desired. Also, there can be difficulties in matching gift certificates with cards, particularly when already prepared gift certificates are attempted to be matched.

According to the present invention a method and construction are provided which greatly enhance the quality and speed of production, can minimize costs because of

BNSDOCID: <WO 0070517A2 I >

automation, and greatly improve the flexibility and options available in card and gift certificate selection and production. According to the present invention it is possible to use variable imaging systems which allow efficient production of large numbers of unique variable documents where layouts, images, and texts are merged on-the-fly (in a continuous process) that can change from page to page independently. The documents can be printed and physically transmitted, or transmitted electronically. The invention is particularly desirable when implemented using a full process color press, such as the Xeikon digital press, at its rated speed, again with produced documents made of unlimited numbers of variable layouts, color images, and texts. Preferably a data-base driven work flow is provided designed to take advantage of the capabilities of the variable imaging system and digital press described above to provide such features as job batching, distributed print, resource management, status checking, and the like. A large number of documents can be produced in the run length of one. Utilizing the invention it is possible to reduce cost of sales and the workflow-related expenses like prepress. The gift certificates can be produced at the same time, from the same web of paper, as the greeting cards, and connected to the greeting cards via a line of weakness (such as a perforation line), or separated and inserted separately into an envelope. For organizations that issue and accept electronic gift certificates, information about the e-certificate can be printed directly on the card. Each of these procedures minimizes difficulties in matching, and minimizes mismatches.

According to one aspect of the present invention there is a method of providing and ordering greeting cards over a wide range computer network (e.g. a global computer network, like the Internet) utilizing at least one central imaging facility (typically including a driver such as the Moore XL Open Driver, available from Moore North America, Inc. of Lake Forest, Illinois) and preferably (although not necessarily) a full process color digital press, such as a Xeikon printer; a plurality of remote terminals, each including a monitor and selector (such as home or office PCs connected to the Internet) in different locations from each other and the central imaging facility (essentially located anywhere in the world); and at least one server. The method comprises: (a) Utilizing a plurality of the remote terminals, simultaneously or sequentially, gaining access to the server over a wide range computer network. (b) Displaying on the accessing terminal monitors options for selection by the accessing terminals including greeting card image, message, card personalization, recipient address, and payment options. (c) In response to selections made by the accessing

BNSDOCID: <WO 0070517A2 I >

terminals, automatically imaging a plurality of multicolored physical greeting cards, having imaged graphics and text, at the central imaging facility, (d) producing a gift card for each of at least some of the greeting cards; (e) including the gift card, where provided, with a greeting card; and (f) physically (or electronically, or by mailing a disk) transmitting the greeting cards from (c) to the appropriate respective recipient addresses selected therefor. In the method (c) may be practiced by merging variable templates with variable text data and ripped graphic images (e.g. pre-ripped, or pre-ripped and/or ripped "on the fly" (in a continuous process)) in a continuous process in which layouts, graphic images and text change independently from card to card as the plurality of cards are sequentially produced in the same continuous process.

Each greeting card may be a postcard, but preferably has a plurality of imaged panels (e.g. two, three, or even more) and (b) is preferably practiced to display on an accessing terminal monitor at the same time all of the imaged panels of the greeting card selected. Typically the greeting card is produced from a paper web or sheet and (b) is also preferably practiced to display gift certificate (or bank draft) options and (c) is practiced, in response to a gift certificate selection by an accessing terminal, by imaging a selected gift certificate (or bank draft) on the same paper web or sheet substantially sequentially adjacent to or on (in the case of an e-certificate) the greeting card selected with the gift certificate. Further, (c) may be practiced to leave the gift certificate (or bank draft) attached to the greeting card by a line of weakness, and the method may further comprise, between (c) and (f), inserting the greeting card and attached gift certificate into an envelope, either manually, or utilizing conventional automated equipment, the envelope either being a window envelope with the address imaged on the card, or a label on the envelope itself being imaged, or the address being imaged on the envelope directly, or the envelope being created in-line with the address imaged directly on the envelope. Alternatively (c) may be practiced to detach the gift certificate from the greeting card, and the method may further comprise, between (c) and (f) inserting the greeting card and detached gift certificate into an envelope.

In the method (d) may be practiced in part by selecting or inputting a personalized message which is provided on the gift card, which may be the same as or different than any card personalization selected for the greeting card with which the gift card is associated. The gift card may be glued onto the greeting card by conventional, readily-removable from the greeting card, hot melt glue, or other commonly used attachment methods. Typically, the greeting card has a gift certificate portion, and (e)

may be practiced to attach the gift card to the gift certificate portion with hot melt glue. In the method (d) and (e) may be practiced with a plastic or paper gift card, with or without a magnetic strip, RF technology, or the like. Where the gift card is paper, (d) and (e) may be practiced by imaging the gift card directly or the gift certificate portion of the greeting card. The method preferably further comprises laminating at least one face of the gift card with transparent plastic before practicing (f). Also, the method preferably further comprises especially encoding magnetic strip or RF technology information into the gift card before practicing (f).

According to another aspect of the invention, there is provided a combination greeting card and gift card, comprising a paper greeting card having first and second opposite ends and a fold line substantially parallel to and between the ends, defining the greeting card into four panels including a front panel, a rear panel, a first intermediate panel opposite the front panel, and a second intermediate panel opposite the rear panel, the first end associated with the front and first intermediate panels, and the second end associated with the rear and second intermediate panels; multicolor indicia, including multicolor graphic images, on the front panel; standard greeting card text indicia, and personalized text indicia, automatically imaged on the second intermediate panel;

For example, the greeting card has a gift certificate panel integrally formed therewith, and the gift card is operatively connected to the gift certificate panel. In various modifications the gift card has personalized text indicia automatically imaged thereon; the gift card is plastic and is connected by hot melt glue to the gift certificate panel; the gift card includes an encoded magnetic strip or RF technology; and/or the gift card is an integral portion of said gift certificate panel, and is separated by one or more lines of weakness therefrom. Typically, at least one face of the gift card is laminated with a transparent plastic.

The general attributes of the system and method according to the present invention include scalability for rapid growth, flexible architecture for quick adjustments to changing business needs, open architecture based upon industry standards (such as CORBA, DCOM, etc.), efficient use of hardware (such as multi-threading for parallel processing, etc.), utilization of commercially available software (e.g. SQL databases), ready interface with corporate systems (e.g. SAP, Lawson, etc.), providing necessary security levels for different modules, and to provide full back up, restore, compact, and repair capabilities. High level functional desired attributes of the system and method

BNSDOCID: <WO 00070517A2 I >

repair capabilities. High level functional desired attributes of the system and method (although all need not be implemented) are as follows:

Mapping of Customer Operation and Workflow to the Supporting System Functionality

CUSTOMER OPERATION and WORKFLOW	SUPPORTING SYSTEM FUNCTIONALITY
Connect to the Greeting Card web site. Introductory screen advertising features of the site.	Provides access to the system over a global computer network (e.g. the Internet)
	Trace from where the web site was entered from for reporting purposes
Enter Greeting Card "storefront". The customer has the options of: (1) selecting, customizing and ordering a greeting card (2) utilizing various member services (3) artists / vendors forum (4) learning more about features and services	[SEE DETAILS BELOW]
1 – selecting, customizing and ordering a greeting card	
Narrow the extensive library of card choices by the specification of preference criteria. These criteria may include: • Type / category of card • Occasion • Theme • Categories by artists • User specified keywords This search may include either the description of card imagery or card textual content.	Provide images and verses for selection by multiple hierarchical content categories (e.g. Birthday-Humorous, Holiday-Grandparents, etc.) Preferably displaying all the items for the current (sub) categories, however given the performance constraint alternative solutions may be used.
	Search for an image by keywords • Multiple keywords • Ability to exclude by keyword • Free way search • List of standard keywords (the same us used to register images)
	Search within the current (sub) category or through the whole library
	Ability to search for a verse (the same requirements as for image search)

Select the appropriate card image and/or verse from an assortment of possible choices.	For each card display the following: • Thumbnail of the front of the card • Identification of the areas for variable text • Description • Default verse • Size • Price (template/ image) • Flag if a new card
Personalize the card by: • Selecting and/or modifying the verse • Selecting fonts • Adding personal message • Selecting additional image(s) • Including customer's image(s) (retrieved from either client system or another web site) • Adding signature	Display the graphical representation of the whole card • Images • Variable text fields • Default verse (if available)
	Provide mechanism to enter or modify variable text fields based on the template specifications for the selected card • One or more fields
	Ability to select another verse from the list of verses for the current (sub) category into the verse field. Size and the text-flow of the verse needs to match the template specification for the paragraph.
	The amount of text may be limited as it is typed in based on the template specifications
	Option to select font typeface and color for every variable text field from the lists of available font typefaces and colors. The template parameters need to be considered, e.g. text field size.
	Option to select a background for the inside of the card from a list of available backgrounds Display a thumbnail (small) of the background Description of the background
	Ability to select more than one image per template (additional image(s) on all panels)

BNSDOCID: <WO_____0070517A2_I_>

	Option to retrieve users' images from sources other then the standard library • Upload from client system • Retrieve from another web site • Interactive pre-flight capabilities for received images • Store images in special library
	An ability to use customer's actual handwriting through handwriting capture technology.
	Display required specifications for the images to be uploaded
Select gift certificate to be included with card (if desired)	Select and order gift certificates. • Track the usage for payments to gift certificate vendor partners • Ability to charge higher then the face value as a percentage or a fixed amount • Ability to specify optional handling fees per item • Group by gift categories, e.g. restaurants, retail. • Navigate by categories • Navigate by geographical area • Keyword search for a gift • Ability to customize gift certificates • Customization data may vary by vendor • Customization fields may be allowed or required
	Optionally display partners' logos to graphically identify them. The logos are URLs to partners' gift selection area for the selected partner
Select delivery method and, optionally, postage stamp to be used on card. The selection of stamps will vary based upon: • Card selection and inclusions (mailing weight) • Delivery method Schedule card for delivery	Offer different delivery options, e.g. regular mail, overnight, insured, etc. • Address limitations (PO Box) • Insurance • Overnight carrier will be selected based on the local agreements • International regulations
	Option to select a stamp from the list of available stamps (regular mail)
	Schedule mailing by entering the preferred delivery date

Address the card in case of a postcard greeting or the envelope in case of a traditional card	Ability to enter the To and From addresses. In case of existing profile, the From address comes from the profile with the option to override.
	Ability to select address-to from "address book" linked to current profile
	Option to send card to the person ordering it. In this case a blank envelope is included with the card to allow the customer to hand address it.
	Advance real time address verification using postal databases Retrieve city and state based on the postal code • In case of invalid address ask for confirmation • Bypass verification for countries for which address verification is not available
	Optional ability to send copies of a created card to multiple destinations. • By typing in names/addresses-to or selecting from address book • By attach a mailing list for sending a card to multiple destination • If a gift certificate is selected, the amount and personalization for each certificate is specified
Preview the finished product prior to order	Ability to create an on-screen proof of the card showing the variable data as it will be printed • Low resolution proof • Display all panels on the same screen • Displayed utilizing native browser capabilities • Rendered to make the text easy to read
Place card into the shopping cart. The shopping cart will list each card awaiting order	Shopping cart concept for multiple purchases including among other things: • Ability to remove items • Active link to modify items • Multiple mailing destinations • Postage calculation • Tax calculation • Calculate total amount

BNSDOCID: <WO 0070517A2 I >

	• Provides interface and necessary functionality for handling taxes • Tax exempt • Collect tax based on applicable laws in sending and receiving locations • Store data necessary for tax remittance
	Allow credit card payment on-line. • Syntax verification: checksum, expiration date • Real time credit verification • Stop purchase if the transaction rejected • Optional ability to hold an order in pending state when the transaction can't be verified. Customer may return at a later time to complete the transaction
	Digital cash support (as standards are available)
Commit order. Payment information must be complete. Customer receives confirmation on screen with invoice information, plus a copy sent to their email address	Order confirmation page • Display unique confirmation order number • List all the items ordered, total price, fees, the last 4 digit of the credit card and the card type (invoice) • Indicate that the order number is used as a reference to the order inquiries Formatted to print as an invoice
	Send the same invoice information as an e-mail

2 – utilizing various member services	

Login to member services	Profile log-on functionality
	• Automated login using pre-stored user name and password
	• Verify credit card expiration date
	• Log-on in multiple places
	  • Home page
	  • Check-out
	• Web site customization based on the profile data
	  • Customer name
	  • Upcoming events
	  • Selective messages based on purchasing history

Create / modify member profile	Ability to store/edit/delete customer profiles: Customer name, address, user-

	provided user name and password, e-mail, credit card related data, digitized image of customer signature. Verify uniqueness of the user name and password
Maintain address book	Ability to select, edit, add, and delete addresses in the "address book" linked to current profile
Create / modify delivery schedule. Card will be produced and delivered automatically, customer will be billed at that time.	Schedule mailing by entering the preferred delivery date
Create / modify reminder schedule Customer-specified reminder will produce an email message to the profile email address on the specified day.	Create a list of dates for customers to receive reminders via e-mail • Dates • Events description (e.g. Mary's Birthday)
Check order status, billing and order history	Customer support functionality via Internet • find/ check order status • request credit • ask other questions
	Orders placed by a customer with an identified profile are linked to that profile.
3 – artists / vendors forum	
Login to artist / vendor services (this service is available to graphic artists, poets or card vendors wishing to include their card designs on this site)	Artist registration/login • assign user name/password • artists name/address/bio • select and accepted payment arrangement, e.g. fixed price, royalty • payment data • login to upload area
Maintain artist / vendor profile	
On-line business agreement with the participating artist/poet/vendor. This will allow for a selection between several pre-determined methods of payment for use of material, and will be legally binding for all parties involved.	Select and accept the conditions of providing images through the artists forum
Provide the ability to upload images and/or verses, and categorize these materials in such a way that is useful to customers purchasing the finished card product New material that is submitted is subject to review and moderation prior to becoming available for general use.	Provide an ability for artists to upload their images • Uniquely identified • Occurs to a reserved area

BNSDOCID: <WO 0070517A2 I >

	Image registration capabilities: • image description • categories from the existing categories on the web site • keywords for search through selecting standard web site keywords and free entry keywords • default verse for images • preferred paper
	Verse upload and registration
	Moderation services
Verify the usability of uploaded material. Generate required file for the production systems.	Pre-flight services for the artists' images (prepress) • Verify if usable • Adjust if possible • Send back if not correctable
4 – learning more about features and services	
FAQ (Frequently Asked Questions)	FAQ section • Page listing existing questions/answers • Form to submit a new questions • Form should guide the responses • New questions are sent to customer support
	Users' comments

Additional User Desired Attributes

Web Site requirements

Attribute
The theme of the web site is driven dynamically based on Holiday and Special Events schedule stored in the database Special offers promotion via banners
Support for Internationalization. Includes screen messages in the selected local language and filtering variable resources (standard verses and images) by country Country selector Pages customization by country, including the list of holidays
Ability to create and order other variable on-demand products like calendars, brochures, business cards, postcards etc. These products can be built based on the existing templates or on the template designed by the user.
Automatically route orders to a predefined manufacturing facility based on customer mail-to address and provide address adjustment (add/remove/translate country)
Ability to upload used gift certificate unique numbers to gift certificate vendors. (Includes all the customization data for the issued gift certificate, (e.g. date issued, flag if voided)

Provide electronic version of the cards via e-mail or through URL (sent in an e-mail) to the card Obtain e-mail address of the recipient
Entire web site, the look and selection, can be customized to identify the partner if the web site is entered from the partner's web site. In case of gift certificate partners, the card selection stays the same, the gift certificates are limited to the current partner. In case of card partner the card selection is limited to the current card partner, and the gift certificates stay the same. The flow and the individual page layout of the site stays the same. The customization is limited to the change of logos, names, and backgrounds.
Allow multiple gifts with a card
Ability to select and order gifts other then gift certificates, e.g. personalized calendars, pre-paid calling cards, etc.

Back Office

Attribute
Serve as data repository for the order data Data conversion "Device Independent"
Run production processes based on the mail date Credit card charges Generate production data for variable print production and order fulfillment
Input production status info received from production facilities real time, as well as both through batch process and manual input
Generate re-run production files based on the production status Ensure the uniqueness of the gift certificate numbers
Customer support functionality: find/ check/ modify order, issue credit
Tax reporting
Web Site content management (categories, card selection, etc.)
Postal regulation Postage rates for various sizes/ weights Delivery dates
Reminder fulfillment

Digital Assets Management
(Variable Templates, Images, Verses)

Attribute
Version control, "freeze" resources for existing orders
Provide verse editing capabilities
Automatic image format conversion (e.g. JPEG, BMP, etc. to PS, EPS; PS, EPS to XLF) Store required parameters like resolution, screening, bits/pixel, etc.
Create thumbnails based on the image and template data together
Provide storage compression

BNSDOCID: <WO_____0070517A2_I_>

Maintain images in multiple formats and sizes: High res for printing Low res for thumbnails
Maintain gift certificate data: background, customization fields
Provide country and (sub) category assignment functionality (Cards, Verses, Gifts (country only))
Provide default verse assignment functionality
Store keywords for every image and verse
Store fonts required in the job Maintain the list of available fonts for displaying on the web site for user selection for the text fields Maintain the list of available colors for displaying on the web site for user selection for the text fields
Store variable template description List of fields Field type: image, text Size of variable text fields, images Page size

It is the primary object of the present invention to provide for the ordering and production of greeting cards (typically with gift cards) over a wide range computer network (e.g. the Internet) with enhanced speed, flexibility, efficiency, and accuracy. This and other objects of the invention will become clear from an inspection of the detailed description of the invention and from the appended claims.

BRIEF DESCRIPTION OF THE DRAWINGS

FIGURE 1 is a schematic high level diagram of an exemplary method according to the present invention;

FIGURE 2 is a more detailed schematic illustration showing the variable card imaging process according to the invention;

FIGURES 3A and 3B are interior and exterior views, respectively, of one form of combined greeting card and gift certificate according to the invention;

FIGURE 4 is a modified form of the greeting card and gift certificate of FIGURES 3A and 3B;

FIGURE 5 is an exemplary schematic illustration of a home page screen for one exemplary form of implementation of the method according to the invention;

FIGURES 6 through 14 are schematic illustrations of exemplary screens for the implementation of the method according to the present invention;

FIGURE 15 is a high level flow diagram showing one exemplary form of implementation of an advertising subsidy feature that may be utilized in the practice of the method according to the present invention;

FIGURE 16 is a high level flow diagram of a modification of the method according to the invention wherein a gift card is produced and associated with the greeting card;

FIGURES 17 and 18 are schematic perspective views of two different embodiments of a greeting/gift card combination produced according to the method of FIGURE 16; and

FIGURES 19 through 21 are side schematic views, with the components thereof greatly enlarged and exaggerated in relative dimension for clarity of illustration, of exemplary gift cards per se that may be produced and utilized according to the present invention.

DETAILED DESCRIPTION OF THE DRAWINGS

FIGURE 1 schematically illustrates the basic concept of the method of providing and ordering greeting cards over a wide range computer network (in this case a global computer network, such as the Internet). The system illustrated in FIGURE 1 includes at least one central imaging facility 10, preferably having a high technology driver 11 and a full process color digital press printer 12. The driver 11 preferably comprises a variable imaging system, such as the XL Open System available from Moore North America, Inc. of Lake Forest, Illinois. The XL Open, or like variable imaging system, allows efficient production of a large number of unique variable documents where layouts, graphic images (such as photographs, drawings, etc.) and texts are merged on-the-fly (in a continuous process) and could change from page to page independently. The printer 12 may be a Xeikon printer.

The system of FIGURE 1 also includes a plurality of remote terminals 13, only two of which are illustrated in FIGURE 1, but typically it includes millions of different terminals, preferably home or office PCs. Each of the terminals 13 is in a different location than other terminals and than the central imaging facility 10. The terminals 13 each comprise a monitor 14 and a selector, illustrated schematically at 15. While the monitor 14 is shown as a computer monitor it also can be a television screen, a dumb terminal monitor, or the like. The selector 15 may comprise any conventional selector.

BNSDOCID: <WO 0070517A2 I >

While it will be described below primarily with respect to a mouse having two selector buttons, it is to be understood that any conventional selector could be provided, such as a keyboard, "touch screen", etc.

The system of FIGURE 1 further comprises at least one server, shown schematically at 16 in FIGURE 1, typically a global computer network server which is operatively connected to the remote terminal 13 over a wide range computer network, schematically illustrated at 17 as the worldwide web. A variety of data files are associated with the server 16, such as the image/text paragraph selection for cards data file 18, frequent customer profiles file 19, gift certificate selection data file 20, a data file for advertising users which subsidize cards, 21, etc. The server 16 has electronic connection to and association with banks, as indicated by the credit card transactions double arrow 22 and the bank symbol 23 in FIGURE 1.

Card orders are provided from the server 16, as indicated schematically by the arrow 24 in FIGURE 1, to an order database 25. The order database 25, which includes computer storage, provides order information to the central imaging facility 10.

While the cards created by the driver 11 may be electronically transmitted, preferably they are printed on the printer 12 and then physically transmitted, such as by mail, as schematically illustrated at 26 in FIGURE 1. Typically the mail or other physical transmission may be from the central imaging facility 10. Express options may also be provided, including hand delivery if the recipient of the cards is geographically proximate a central imaging facility 10, overnight courier, etc..

FIGURE 2 schematically illustrates the variable card imaging process utilizing the system of FIGURE 1, and particularly the XL Open variable imaging system 11 associated with Xeikon printer 12. Variable templates, illustrated schematically at 27 in FIGURE 2, variable data, illustrated at 28, and pre-ripped images, illustrated schematically at 29 in FIGURE 2, are merged at high speed to produce consecutive merged page images, illustrated schematically at 30 in FIGURE 2, which are supplied to the press 12 which then prints them in full color. A "template" is a collection of fixed text, images, and placeholders for variable text and images placed in a certain location with certain attributes. The variable placeholders (illustrated at 27 in FIGURE 2) are filled based upon the input data that drive the variable imaging process, e.g. from Order database 25.

BNSDOCID: <WO 0070517A2 >

In addition to utilizing pre-ripped images, images ripped on the fly may be merged with the pre-ripped images. Alternatively, only images ripped on the fly may be used.

FIGURES 3A and 3B show one greeting card and gift certificate construction that may be produced according to the invention, generally by reference numeral 31. The construction 31 preferably is made from a web of paper in continuous process with different sections of the web defining different cards, or card and gift certificate constructions, being separate from each other, and produced utilizing conventional equipment. Alternatively, the construction 31 may be made from a sheet in a sheet feeding and printing process.

The construction 31 comprises a paper greeting card 32, and a gift certificate (or bank draft) 33 integral with (from the same web of paper as) and connected by a line of weakness 34 (such as a perforation line) to the greeting card 32. The greeting card 32 has a first end 35 and a second end -- coincident with the perforation line 34 in the embodiment illustrated in FIGURES 3A and 3B -- opposite the first end, and a fold line 36 substantially parallel to and between the ends 34, 35. The greeting card 32 is defined by the elements 34 through 36 into a front panel 37 (FIGURE 3B), a rear panel 38 (FIGURE 3B), a first intermediate panel 39 (FIGURE 3A) and a second intermediate panel 40 (FIGURE 3A). The first end 35 is associated with the front and first intermediate panels 37, 39, respectively, while the second end 34 is associated with the rear 38 and second intermediate 40 panels, respectively.

Multicolor indicia, including multicolor graphics shown schematically at 41 in FIGURE 3B, is imaged (has been automatically imaged) on front panel 37. Depending upon the particular construction 31 text may also be imaged on the front panel 37 in addition to multicolor graphic images 41. The rear panel 38 also may be imaged, for example, with advertising text and/or graphics illustrated schematically at 42 in FIGURE 3B, or indicating the name of the organization that printed the card 32, etc.

The card 32 also includes standard greeting card text indicia, illustrated schematically at 43 in FIGURE 3A, as well as personalized text indicia, illustrated schematically at 44 in FIGURE 3A, automatically imaged on the second intermediate panel 40. As illustrated schematically at 45 in FIGURE 3A, graphics may also be imaged thereon. The graphics 45 may also comprise a graphic "signature".

The gift certificate (or bank draft) 33 also has appropriate gift certificate (or bank draft) indicia imaged thereon, illustrated schematically at 46 in both FIGURE 3A and

BNSDOCID: <WO 0070517A2 I >

3B. The indicia 46 includes redeeming establishment, monetary value, an identifying number (such as a serial number for security purposes) indicia automatically imaged on one or both faces of the gift certificate 33.

After production of the construction 31, and separating it from other cards or cards and certificates in the paper web, the construction 31 is folded about the fold line 36 and the line of weakness 34, and inserted into an envelope 47 with which it has been electronically matched, the envelope 47 having address indicia 48 thereon (or visible therethrough), such as in the form of a label as illustrated in FIGURE 3A. The construction 31 is then mailed or otherwise delivered to the recipient whose name is on the variable address 48.

FIGURE 4 is an embodiment like that of FIGURE 3A only in which the gift certificate 33 has been separated from the second end 34 of the card 32. The gift certificate 33 is then inserted, or otherwise provided (such as by formation of the envelope around the card and gift certificate) the envelope 47.

One form in which the desirable attributes described above can be implemented is shown in FIGURES 5 through 15, FIGURES 5 through 14 being schematic illustrations of exemplary screens that appear on the monitor 14, and FIGURE 15 being a high level flow sheet showing implementation of one of the attributes described above.

FIGURE 5 illustrates three basic options that may be selected on an accessing terminal 13 at the home page associated with the server 16, including selection options 49, 50, and 51. One simple way of selecting an option 49-51 is to move the cursor to it with a mouse, and click on it. Before clicking on the option 49, one of the general categories of cards, illustrated schematically at 52, may first be selected.

FIGURE 6 is an illustration of an exemplary card selector screen, for example, after first selecting "love" from elements 52, and then clicking on selector 49, in FIGURE 5. On the greeting card selector screen of FIGURE 6 a plurality of possible card graphic images, shown schematically at 53, and internal messages 54, are illustrated, as well as an option that allows upload or retrieval of one's own graphic image, 55, or an option that allows one to select an inside message first before selecting a cover, as illustrated at 56. At the bottom of the screen of FIGURE 6 are other options, such as selecting other products by clicking on 57, sending a selection to a shopper's electronic "shopping cart" as indicated at 58, and a "member services"

option 59. Or by clicking on arrow 60, one may return to the previous screen (e.g. FIGURE 5).

By clicking on one of the images 53, a user at the terminal 13 can personalize the greeting card. For example, by clicking on the top leftmost image 53 of FIGURE 6, the screen of FIGURE 7, which is a personalization of a card screen, is provided. On the screen of FIGURE 7 the image 53 and the verse 54 inside the card are displayed, and an area under the heading "Personal Message" -- illustrates schematically at 61 in FIGURE 7 -- is provided. By tabbing to, clicking on, or otherwise entering the personal message box 61, the user can input (e.g. with a keyboard portion of the selector 15) any desired personal message, such as illustrated schematically at 62 in FIGURE 7. A number of other options may also be provided, such as font selection option 63 and a color (for the type) option 64. Also for cards where there is also a message on the front panel (37 in FIGURE 3B) that message, or an opportunity to customize it, may be provided as illustrated in dotted line at 65 in FIGURE 7, as well as the possibility of selecting the position of the text as illustrated at 66 in FIGURE 7. Also, a graphic "signature" selection box 67 is preferably provided, which also preferably has a font selection option 68 associated therewith.

On the same screen of FIGURE 7 preferably are other option selections, such as a request/option 69 for selection of a gift certificate (33). While clicking on the option 69 does not require one to select a gift certificate from a company or company specifically advertising, as indicated by the indicia 70 therein, preferably the advertisement 70 is in some way associated with either the graphic image 53 and/or the inside message 54 (e.g. provided on panel 40 in FIGURE 3A). For example, for an outdoor image 53 and message 54, as illustrated in FIGURE 7, the advertisement 70 may be from an outdoor products company.

Other selection possibilities/options that are displayed in FIGURE 7 are an image selection option 71 which allows one to change the image 53, a select paper type/size option 72 (for example allowing one to select recycled or virgin paper, conventional size greeting card, or oversized card, etc.) as well as an option 73 that allows one to select a postage stamp or other delivery options.

The screen of FIGURE 7 also includes an option for entering the recipient's address information 74, which may allow one to use an address book by clicking on option 75 if the user is one having address information stored in association with the server 16, and database 19.

So that cards may be purchased well in advance -- without having to access the system of FIGURE 1 a few days before the event that the greeting card 32 is to acknowledge -- a future transmission date option 76 is provided. This is very user friendly and clear, having separate boxes that allow one to select the day, month, and year of the transmission, which is retained in computer memory (e.g. in order database 25, or database 19), and then the order is provided from the computer memory to the central printing facility 10 at the appropriate time, without the user having to take any action. Alternatively, the option 76 may merely provide for the system to provide the user with a call-up (e.g. by e-mail) as the date approaches so that the user may either confirm the selection, or make another.

At the bottom left of the screen of FIGURE 7 there are a number of other options, some the same as the screen of FIGURE 6, but others different. For example, the option 77 asked to see a preview of the finished product, while the option 78 allows one to conduct a computer search of other messages for certain keywords, that one might want to incorporate into the card being constructed using the screen of FIGURE 7.

Assuming that the option 77 is clicked on, a screen such as that of FIGURE 8 is displayed on the monitor 14, namely a greeting card preview screen. The preview screen of FIGURE 8 is displayed on a monitor 14, all at the same time, all of the imaged panels of the greeting card, such as the card 32, that will be produced. With reference to the card 32 that will ultimately be produced as illustrated in FIGURES 3A and 3B, FIGURE 8 displays the front panel 37, and the second intermediate panel 40, in essentially every situation, and also preferably displays the first intermediate 39 and the rear panel 38, for example ad indicia being illustrated at 42 on the rear panel 38, and the advertising logo 79 being provided on the panel 39, or other indicia. If a gift certificate is selected, that also may be displayed, as illustrated schematically at 33 in FIGURE 8.

Options 74, 76 in FIGURE 8, which are the same as in FIGURE 7, and will have their indicia added at FIGURE 7 if indicia was added there, which then can be double checked. The screen of FIGURE 8 also has other options at the bottom left, such as those similar to FIGURE 7, as well as an option 80 indicating that the card has been selected (and typically sent to the "shopping cart").

If the gift certificate option 69 of FIGURE 7 is selected, then a screen is displayed like the gift certificate (and/or bank draft) screen of FIGURE 9. This may

have a plurality of selector options 82, which relate to a number of different companies, or if none of the companies are of interest, then the no gift certificate selection (which is the default selection) may be exercised. An inscription for the gift certificate may be entered in the option box 84 seen in FIGURE 9, and the amount of the gift certificate is selected utilizing option box 85. Assuming that the outdoor equipment company gift certificate 82 is selected, when the card 32 is printed the gift certificate 33 that will be printed as the appropriate indicia for that company.

Other selection options of the FIGURE 9 screen may include attaching the gift certificate to the card by clicking on option 86 (e.g. to produce the construction of FIGURES 3A and 3B), or enclosing the gift certificate with the greeting card by clicking on 87 (the FIGURE 4 option).

If one selects the option 73 from FIGURE 7, a screen like that of FIGURE 10 may appear, which has a plurality of different stamp formats/options 88, or a "pick a stamp for me" (default) option 89, or an option 90 for selecting other delivery options (such as courier service, insured mail, etc.). The same standard option indicia, such as the "go back one screen" option 60 is also provided at the bottom left of the screen of FIGURE 10. The option 91 returns one to the screen of FIGURE 7.

The screen that is displayed when one clicks on option 72 is similar to the screen of FIGURE 10 only it includes paper type and size options instead of different postage stamp options.

Whenever the shopping cart option 58 is selected, a screen like that of FIGURE 11 will appear. Preferably the shopping cart screen 11 displays all relevant information with respect to the card or cards (and gift certificates or bank drafts if selected) options are illustrated. For example, the front panel graphics image 53, the selected stamp 92, the company supplying the gift certificate 93, the personal message 62 that was added, as well as the recipient indicia 94 that was supplied in the option 74, are displayed, as well as the mailing/transmission date selected in response to the display option 76, date indicia being illustrated at 95 in FIGURE 11. This allows a quick check of all of the relevant information. Also the cost is displayed as indicated at 96. The total cost, broken down by greeting cards, gift certificates, sales tickets, etc. is also displayed as illustrated at 97 depending upon the number of cards/certificates selected. FIGURE 11 also displays the payment options, illustrated schematically at 98, which typically preferably will be credit card or debit card and having the standard fields to be filled in by the user using the selector 15 at his/her remote terminal 15. Once all the

3NSDOCID: <WO 0070517A2 I >

information is entered and checked, the order may be placed by clicking on option 99. Alternatively, if the user wants the cost to be subsidized (so that the cost of the greeting card is reduced) option 100 may be exercised. Exercise of the option 100 the procedure illustrated by the high level flow sheet of FIGURE 15 may be implemented (the high level flow sheet of FIGURE 15 being illustrated in lieu of a screen).

For example, one scenario when the option 100 is selected -- as illustrated in FIGURE 15 -- is a query of the user, as indicated schematically at 101 in FIGURE 15, as to whether he or she will complete a survey. If "no" is selected, then the monitor 13 is returned to the screen of FIGURE 11. If "yes" is selected, then the survey is displayed as illustrated at 102. If the survey is completed and submitted, as indicated by the selection box 103 in FIGURE 15, then the amount of the discount will be displayed at 104. If the survey is not completed or submitted, then the monitor 14 is returned to the shopping cart screen of FIGURE 11. Once the discount is displayed at 104 on the monitor 14, then one or more ad messages may be displayed (or at the same time as the discount) as indicated at 105. If none of the messages are suitable, the user can still opt out of the subsidy and the monitor 14 will return to the shopping cart screen of FIGURE 11. However, if an ad message is selected in the decision box 106, then the user may be queried -- as indicated schematically at 107 in FIGURE 15 -- about whether another preview (screen of FIGURE 8) is desired. If so, then the new preview is displayed as indicated at 108 (the screen of FIGURE 8, including the advertising message 42 and/or 79). If no preview is required, then box 108 is skipped.

Ultimately, the user is asked to accept the discount and ad message as indicated by the decision box 109. If it is declined, then one immediately returns to the shopping cart as indicated at 58, but without any recalculated figures. If "yes" is selected, then the total owed is recalculated as indicated at 110 (that is the discount is subtracted from the figures illustrated in the screen of FIGURE 11), and then the screen of FIGURE 11, with recalculated monetary figures is then displayed.

If the member log-in option 50 of FIGURE 5 is selected, an exemplary log-on screen may be as illustrated in FIGURE 12, which screen is self-explanatory. If the user already is a member the ID 111 and password 112 are entered, as in many other conventional log-in procedures. If the user is not yet a member, then the option 113 is clicked on.

Once log-in has occurred, at least when the option 113 is selected, the member profile screen of FIGURE 13 may be displayed, again which is self-explanatory. If

desired, the member profile screen of FIGURE 13 may be displayed whenever log-in is clicked on, allowing one to update his or her profile, as illustrated at option 114 in FIGURE 13. Ultimately, when the member services option 59 is selected, the screen of FIGURE 14 may be displayed.

The selection of option 59 may result in the display of a wide variety of service options depending upon the member services available. Some of the services, illustrated schematically in FIGURE 14, are the member profile option 115 (which returns to the screen of FIGURE 13), the address book option 75 (where an address book may be created, updated, or utilized), a scheduling reminder option 116 (which will allow storage, and e-mail reminders, of upcoming dates), and an order history option 117 which, if selected, displays all of the orders that the user has selected in the past (for example to make sure that he or she does not send the same card to the same person more than once, etc.).

All of the other options not specifically described above, such as options 51, 55, 56, 71, 63, 64, 66, etc., will display on various screens options that are suitable to implement the functions indicated.

FIGURE 16 schematically shows an exemplary method according to the invention which includes the production of a plastic or paper (plain or laminated with transparent plastic) gift card that can be included with the greeting card 32. The gift card may be of a variety of sizes, but preferably is the size of a conventional credit, phone or I.D. card (e.g., between about 3-4 x 1.5-2.5 inches, and all narrower ranges within that broad range (such as 3.4 x 2.15 inches)). An exemplary gift card is shown schematically at 120 in FIG. 17.

At any stage of production of greeting card 32 (e.g., after selection of all of the components thereof, as indicated schematically at 121 in FIG. 16), in response to the query indicated by element 122 in FIG. 16 (which query is displayed on the screen 14), such as indicated schematically at 123 in FIG. 9, a user may select a gift card (such as card 120) to be included with greeting card 32. The gift card (e.g., 120) may be one that is encoded with particular information (e.g., via a magnetic strip, RF technology, bar code, or any other suitable conventional technique) to make it useful to access, receive discounts for, and/or purchase suitable goods, services, or the like. Non-limiting examples include phone cards, debit cards, membership cards (allowing access to a private club, discounts at a buying service or other establishment, etc.), identification cards, and key cards.

BNSDOCID: <WO 0070517A2 I >

If a user wants a gift card, a screen may be displayed -- as indicated schematically by element 124 in FIG. 16 -- asking if the user wants to personalize the gift card. If the user does, then a screen like that of FIG. 7 (only simplified and for a gift card instead of a greeting card) may be displayed. The personal message, e.g., such as indicated schematically at 126 for the gift card and 125 in FIG. 17 -- will be imaged on the gift card. The personal message may be the same as or different from the message 54, 62, etc., for the greeting card 32. Inputting of the personal message -- schematically indicated at 126 in FIG. 16 -- may be with keyboard 15, or in any other suitable conventional manner.

There may only be one option provided for the composition and/or type of the gift card (e.g., 120), or multiple options may be possible or utilized in any particular situation, as schematically shown by box 127 in FIG. 16. Option 128 may be to glue -- e.g., by hot melt glue 129 (FIG. 17) -- a plastic gift card 121 to an inside panel (or gift certificate panel) of a greeting card 32, as seen in FIG. 17. Or, as indicated at 130 in FIG. 16, a gift card 131 can be printed on the paper of gift certificate panel 33, with or without personal message 125, as seen in FIG. 18. The gift card 131 may be separated by one or more lines of weakness (such as die cut lines, perf lines, etc.) 133 from the rest of the panel 31. The card 131 is separated from panel 31 by the recipient of card 32, along the lines 133.

As indicated by element 134 in FIG. 16, there also may be the option (or there necessarily may be provided merely from the utilization of 130) the provision of a magnetic strip, RF technology, a bar code, or the like encoding on the card 131. Further, as indicated at 135 in FIG. 16, lamination of one or both faces of paper gift card 131 with a clear plastic may optionally (or necessarily upon utilization of 130) be provided.

The final procedure shown in FIG. 16 is at 136, where provision of a magnetic strip, etc., may be provided on a gift card 120, 131 regardless of the nature of the card and anything else associated therewith.

FIGURES 19 - 21 schematically show various modifications of cards 131 that may be provided, either formed separately from a paper substrate, or formed as part of the panel 31 (the cards 131 being shown separated from the panel 31 in FIGS. 19-21). In each of FIGS. 19-21 the paper substrate is shown by reference numeral 140, and all layers are shown greatly enlarged and in exaggerated relative size, for clarity of illustration.

3NSDOCID: <WO 0070517A2 I >

In FIGURE 19 an encoded magnetic strip 141 is shown on one face of substrate 140 of card 143, with personalized indicia 144 on the opposite face and having a transparent plastic laminate 145 thereover. In FIG. 20 an RF antenna 146 and RF chip 147 are shown on one face of card 148 (separated by a dielectric 149), with laminates 145 on both faces. Any other known RF technology may alternatively be utilized. FIG. 21 shows a card 150 having personalized indicia 144 on one face, laminates 145 on both faces, and no strip, RF elements, etc., although the indicia 151 may include encoding or indicia that makes the card 150 particularly valuable.

The equipment to make, secure, perf, laminate, image, apply magnetic strips or use RF technology, etc., associated with the FIGS. 16-21 embodiments is entirely conventional per se, and may be utilized right along with other equipment for making the cards 32 from a web of paper or the like.

It will thus be seen that according to the present invention utilizing a plurality of remote terminals, 13, simultaneously or sequentially, access may be gained to a server 16 over a wide range computer network 17. On the accessing terminal monitor 14 there will be displayed options for selection by the accessing terminals 13 including greeting card image 53/41, message 54/43, card personalization 62/44, recipient address 74/75, payment 98, gift certificate 69/82, advertising subsidy 100, 105, etc., postage stamp 73/88, paper type/size 72, future transmission date 76, historical order and important date data 116, 117, graphic image upload or retrieval 55, artist registration and upload 51, options, and a wide variety of gift card options. In response to such selections, the facility 10 will automatically image a plurality of multicolored (that is a plurality of colors besides black, white and gray) physical greeting cards 32 having image graphics and text, with associated gift cards 120, 131, etc., and the cards will be physically transmitted to the appropriate respective recipient addresses, as indicated schematically at 26 in FIGURE 1, e.g. by mailing.

While the invention has been herein shown and described in what is presently conceived to be the most practical and preferred embodiment thereof, it will be apparent to those of ordinary skill in the art that many modifications may be made thereof within the scope of the invention, which scope is to be accorded the broadest interpretation claims so as to encompass all equivalent methods and products.

BNSDOCID: <WO 0070517A2 I >

WHAT IS CLAIMED IS:

1. A method of providing and ordering greeting cards over a wide range computer network utilizing: at least one central imaging facility; a plurality of remote terminals, the terminals including a monitor and selector, in different locations than other terminals and from the central imaging facility; and at least one server; said method comprising:

(a) utilizing a plurality of the remote terminals, simultaneously or sequentially, gaining access to the server over a wide range computer network;

(b) displaying on the accessing terminal monitors options for selection by the accessing terminals including greeting card image, message, card personalization, gift card, gift card message, gift card value, recipient address, and payment options;

(c) in response to selections made by the accessing terminals, automatically imaging a plurality of multicolored physical greeting cards, having imaged graphics and text, at the central imaging facility;

(d) producing a gift card for each of at least some of the greeting cards;

(e) including the gift card, where provided, with a greeting card; and

(f) physically transmitting the greeting cards from (c), and if present a gift card from (e), to the appropriate respective recipient addresses selected therefor.

2. A method as recited in claim 1 wherein (d) is practiced in part by selecting or inputting a personalized message which is provided on the gift card, which may be the same as or different than any card personalization selected from the greeting card with which the gift card is associated.

3. A method as recited in claim 1 wherein (e) is practiced by gluing the gift card to the greeting card.

4. A method as recited in claim 1 wherein the greeting card has a gift certificate portion, and wherein (e) is practiced by gluing the gift card to the gift certificate portion.

5. A method as recited in claim 4 wherein (d) and (e) are practiced utilizing a plastic gift card.

6. A method as recited in claim 4 wherein (d) and (e) are practiced utilizing a plastic gift card with a magnetic strip or RF technology.

BNSDOCID: <WO 00705174A1 >

7. A method as recited in claim 1 wherein (d) and (e) are practiced utilizing a plastic gift card with a magnetic strip or RF technology.

8. A method as recited in claim 4 wherein (d) and (e) are practiced utilizing a paper gift card with a magnetic strip or RF technology.

9. A method as recited in claim 1 wherein the greeting card is produced from a paper web or sheet, and wherein the greeting card has a gift certificate portion, and wherein (d) and (e) are practiced by imaging the gift card directly on the gift certificate portion of the greeting card.

10. A method as recited in claim 9 further comprising laminating at least one face of the gift card with transparent plastic before practicing (f).

11. A method as recited in claim 9 wherein (d) is practiced in part by selecting or inputting a personalized message which is provided on the gift card, which may be the same as or different than any card personalization selected from the greeting card with which the gift card is associated.

12. A method as recited in claim 11 further comprising especially encoded magnetic strip or RF technology information into the gift card before practicing (f).

13. A method as recited in claim 9 further comprising especially encoded magnetic strip or RF technology information into the gift card before practicing (f).

14. A method as recited in claim 12 further comprising laminating at least one face of the gift card with transparent plastic before practicing (f).

15. A method as recited in claim 2 wherein (c) and (d) are practiced by merging variable templates with variable text data and ripped graphic images in a continuous process in which layouts, graphic images and text change independently from card to card as the plurality of cards are sequentially produced in the same continuous process.

16. A combination greeting card and gift card, comprising:

a paper greeting card having first and second opposite ends and a fold line substantially parallel to and between said ends, defining the greeting card into four

BNSDOCID: <WO_____0070517A2_I_>

panels including a front panel, a rear panel, a first intermediate panel opposite said front panel, and a second intermediate panel opposite said rear panel, said first end associated with said front and first intermediate panels, and said second end associated with said rear and second intermediate panels;

multicolor indicia, including multicolor graphic images, on said front panel;

standard greeting card text indicia, and personalized text indicia, automatically imaged on said second intermediate panel;

a gift card made of plastic or paper; and

said gift card operatively attached to said greeting card.

17. A combination as recited in claim 16 wherein said greeting card has a gift certificate panel integrally formed therewith, and wherein said gift card is operatively attached to said gift certificate panel.

18. A combination as recited in claim 17 wherein said gift card has personalized text indicia automatically imaged thereon.

19. A combination as recited in claim 17 wherein said gift card is plastic and is connected by glue to said gift certificate panel.

20. A combination as recited in claim 19 wherein said gift card includes an encoded magnetic strip or RF technology.

21. A combination as recited in claim 18 wherein said gift card is an integral portion of said gift certificate panel, and is separated by one or more lines of weakness therefrom.

22. A combination as recited in claim 21 wherein said gift card includes an encoded magnetic strip or RF technology.

23. A combination as recited in claim 21 wherein at least one face of said gift card is laminated with a transparent plastic.

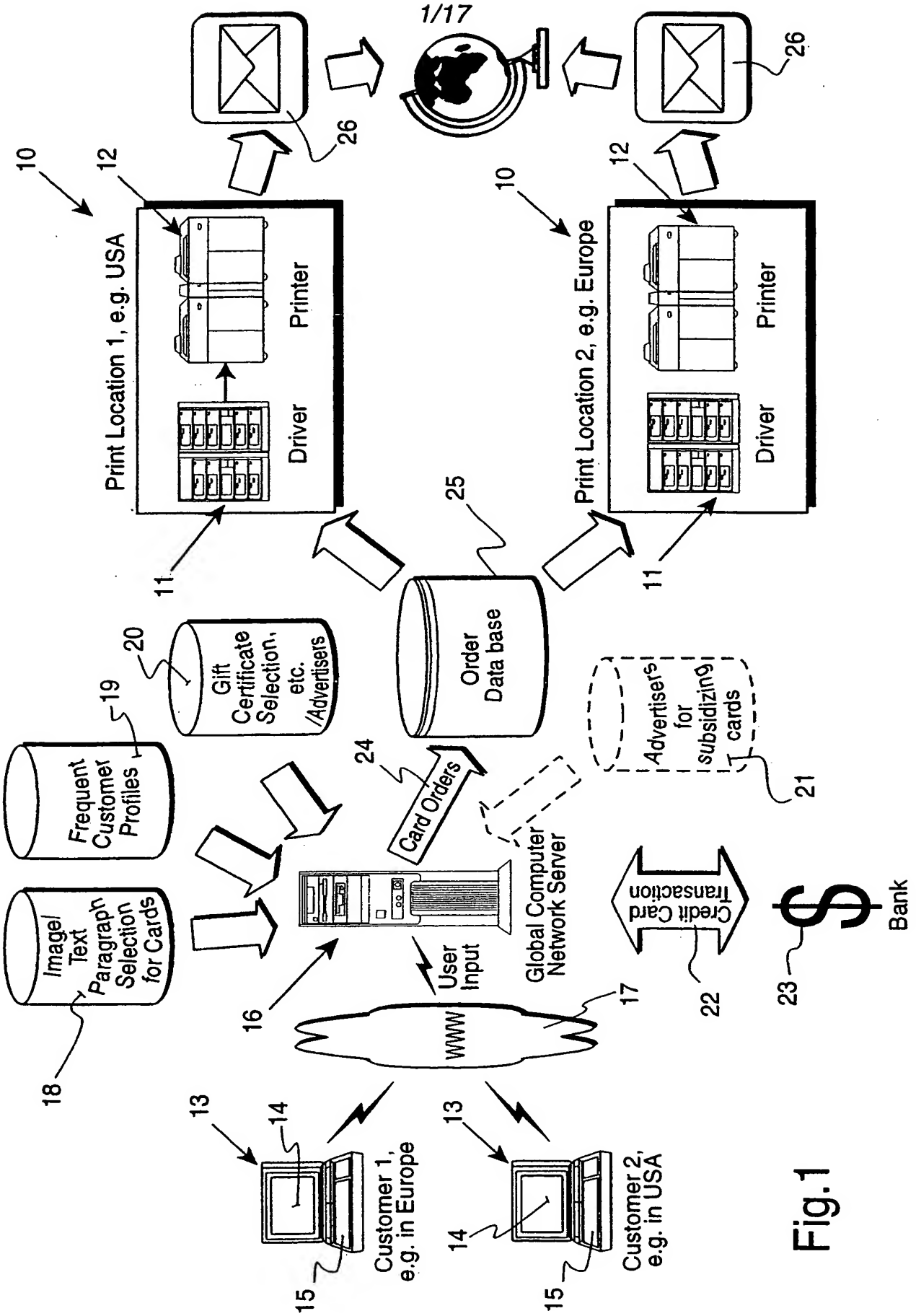


Fig.1

BNSDOCID: <WO 0070517A2 I >

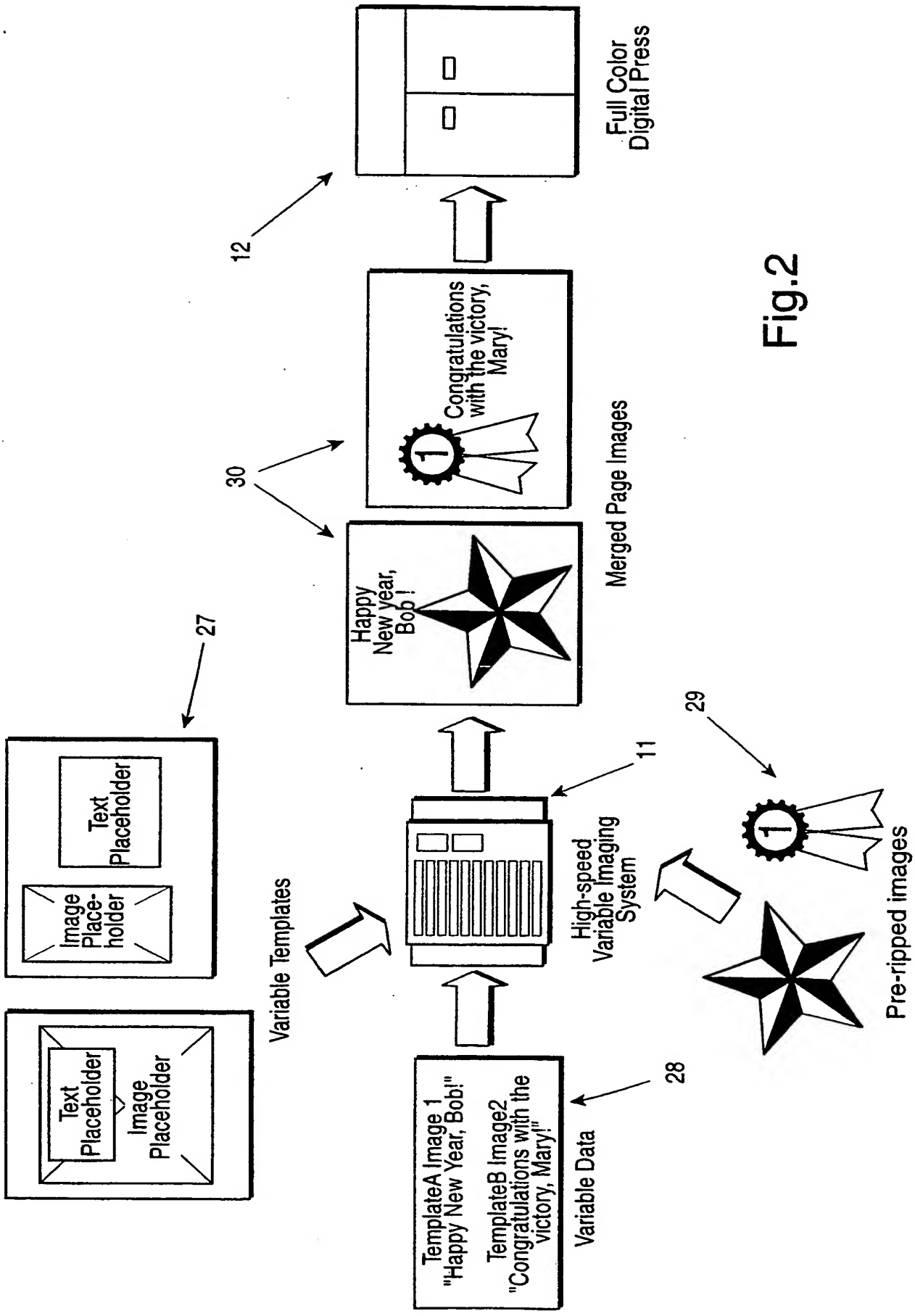

Full Color Digital Press
12
Congratulations with the victory, Mary!
Happy New year, Bob !
30
Merged Page Images
27
Text Placeholder
Image Place-holder
Text Placeholder
Image Placeholder
Variable Templates
11
High-speed Variable Imaging System
29
Pre-ripped images
TemplateA Image 1 "Happy New Year, Bob!"
TemplateB Image2 "Congratulations with the victory, Mary!"
Variable Data
28

Fig.2

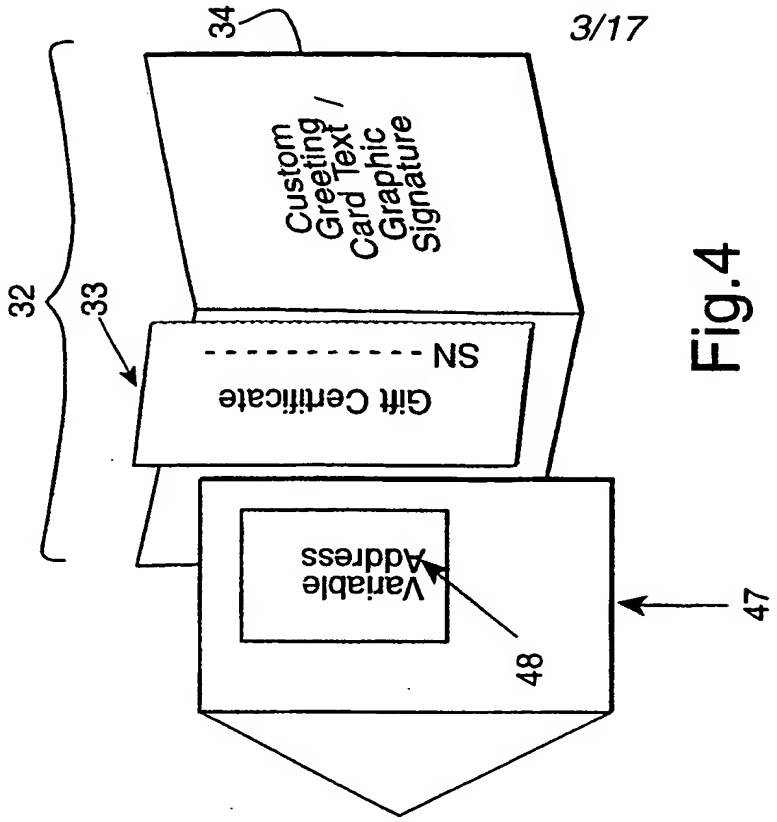


Fig.4

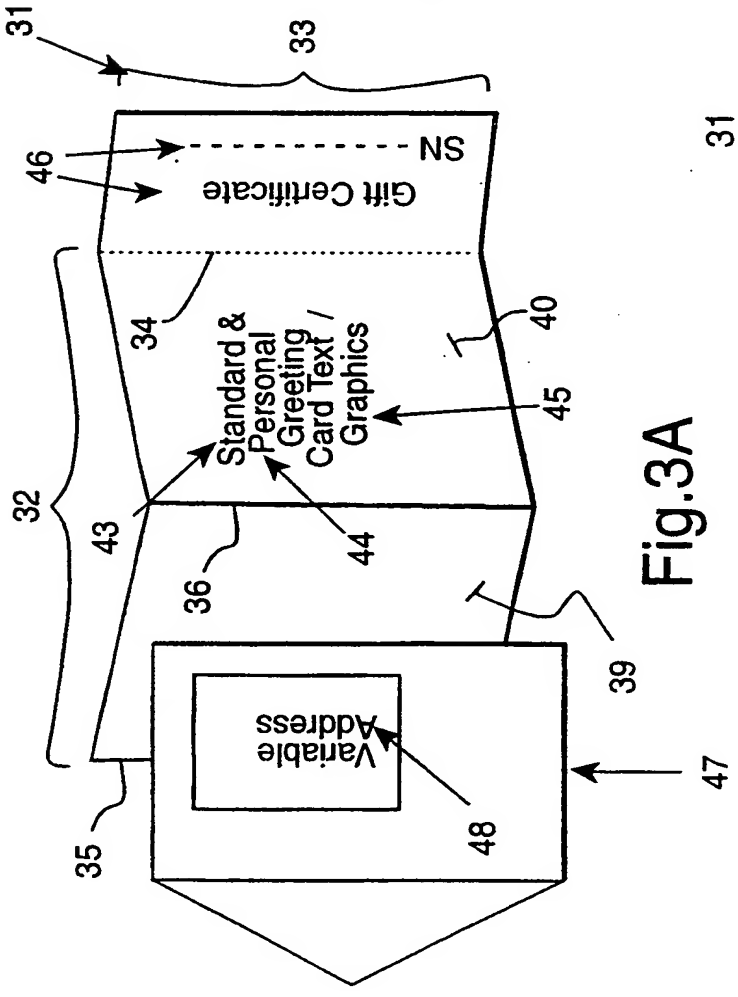


Fig.3A

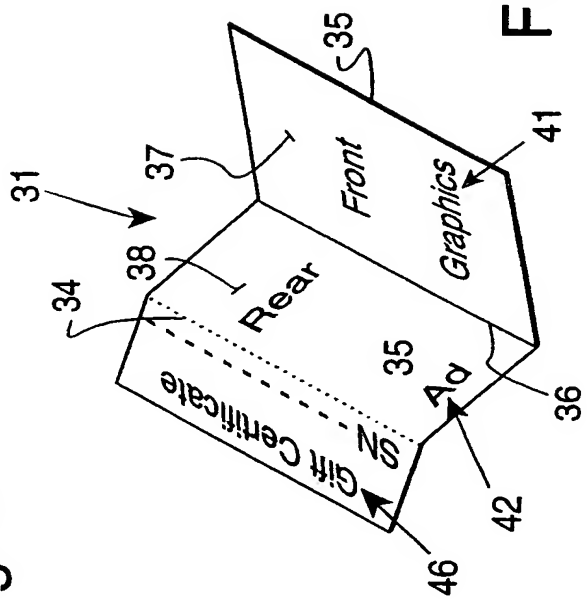


Fig.3B

3NSDOCID: <WO_____0070517A2_I_>

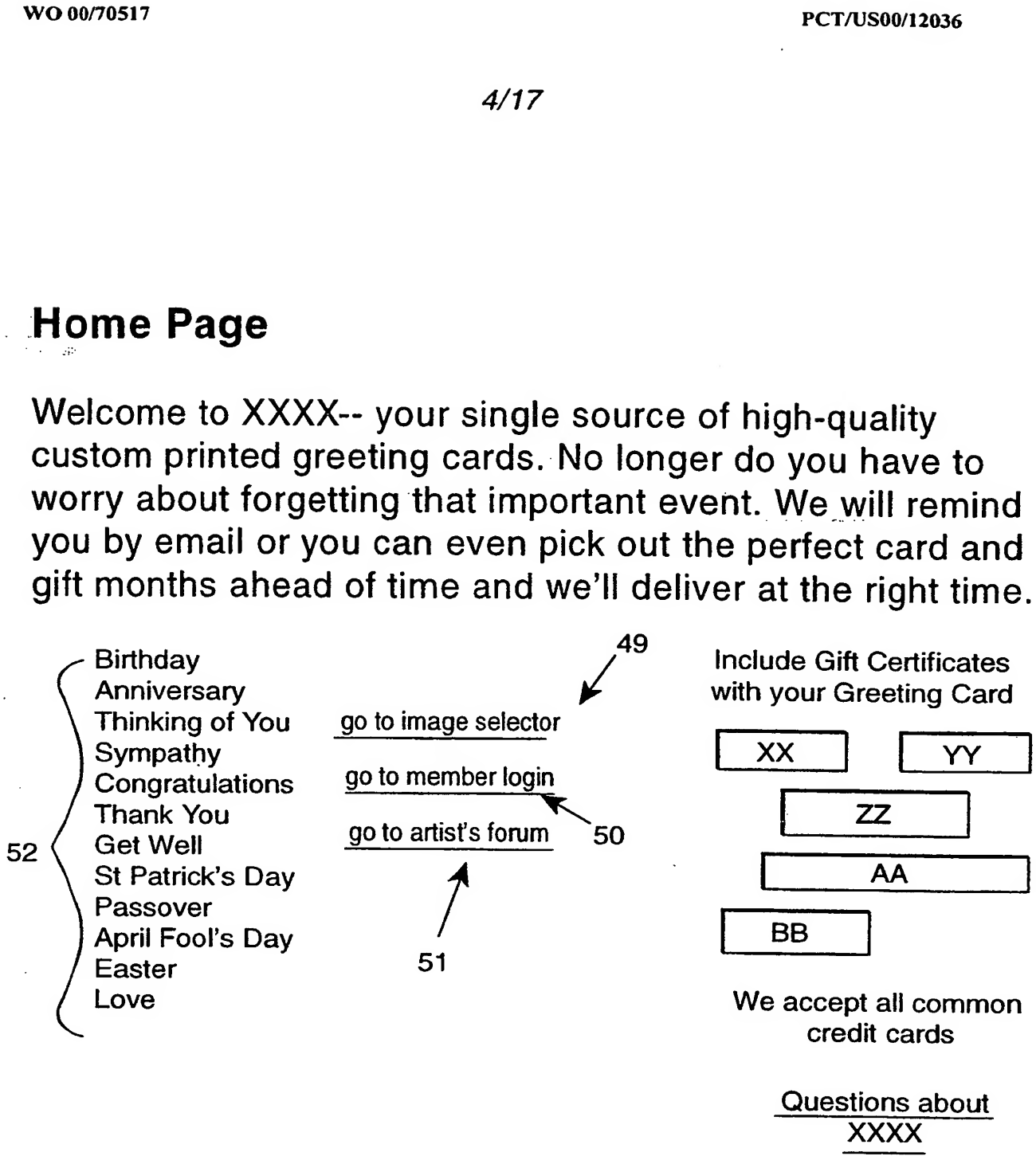

Home Page
Welcome to XXXX-- your single source of high-quality custom printed greeting cards. No longer do you have to worry about forgetting that important event. We will remind you by email or you can even pick out the perfect card and gift months ahead of time and we'll deliver at the right time.
Birthday
Anniversary
Thinking of You
Sympathy
Congratulations
Thank You
Get Well
St Patrick's Day
Passover
April Fool's Day
Easter
Love
52
49
go to image selector
go to member login
go to artist's forum
50
51
Include Gift Certificates with your Greeting Card
XX
YY
ZZ
AA
BB
We accept all common credit cards
Questions about XXXX

Fig.5

Greeting Card Selector

Select your card and click on the image to add your personal message.

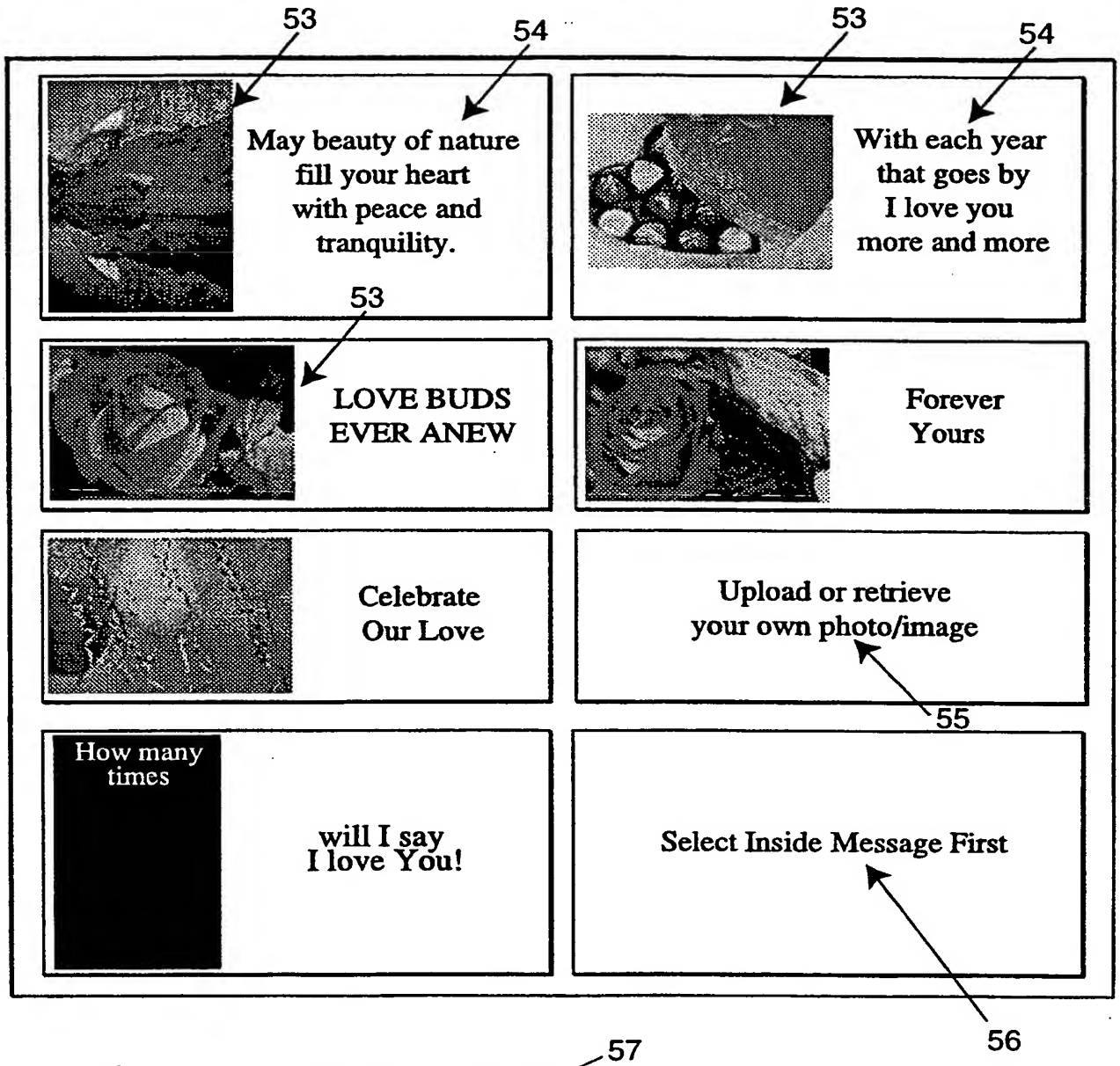


Fig.6

BNSDOCID: <WO 0070517A2 I >

Personalize Your Card

Now you can personalize your card so that the greeting expresses your feelings perfectly.

53

71

Select Image

54

Verse Inside Card

May beauty of nature fill your heart with peace and tranquility.

62

Inside Personal message

Be careful climbing in the Wind River range. I hope this gift certificate for equipment will help

61

63 Click to select font | Click to select type color 64

Outside Message

65

Select Position 66

67

Signature

Dad

Click to select font 68

Include a Gift Certificate

69 OUTDOOR COMPANY 70

Select a postage stamp/Delivery Options

73

Select Paper type/size 72

Mailing Address USE MY ADDRESS BOOK 75

74

Name

Address

City

Postal Code State

76

Mailing /Transmission Date Day Month Year 1999 Today

77

Please remember that this is the date that your card will be MAILED. Please allow sufficient time for delivery. Include extra time during times of heavy postal load, such as December.

I am done personalizing my card -- Show me a preview of the finished product

60

GREETING CARD SELECTOR

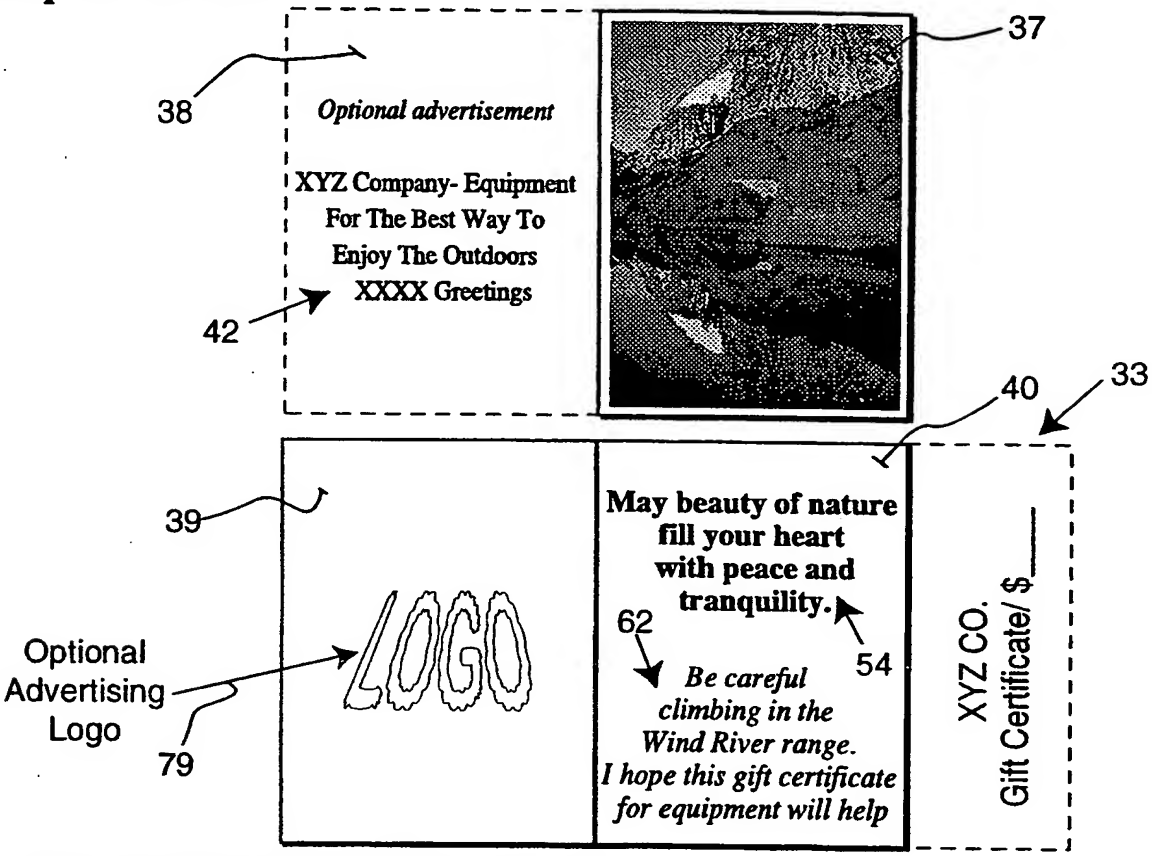
GREETING CARD SEARCH 78

PRODUCT SELECTOR 57

Fig.7

Greeting Card Preview

The images below will give you an idea of appearance of your card. The actual Greeting Card will be custom printed on state-of-the-art digital printer with far better quality than we can show on your computer screen.



Please verify the mailing address and date.....

Mailing Address

74

Name
Address
City
Postal Code
State

76

80

Mailing Date Day Month Year 1999

Please remember that this is the date that your card will be MAILED. Please allow sufficient time for delivery. Include extra time during times of heavy postal load, such as December.

I like it!

PERSONALIZE MY CARD
GREETING CARD SELECTOR
GREETING CARD SEARCH ← 78
60 PRODUCT SELECTOR ← 57

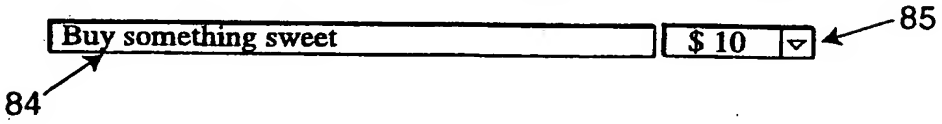
Fig.8

BNSDOCID: <WO 00705174A2 I >

Gift Certificates

Include a Gift Certificate with your Greeting Card

Inscription for Gift Certificate **Amount**



Select Gift Certificate by clicking on the appropriate ◉ below.
To check out a store's offering, just click on it's logo.

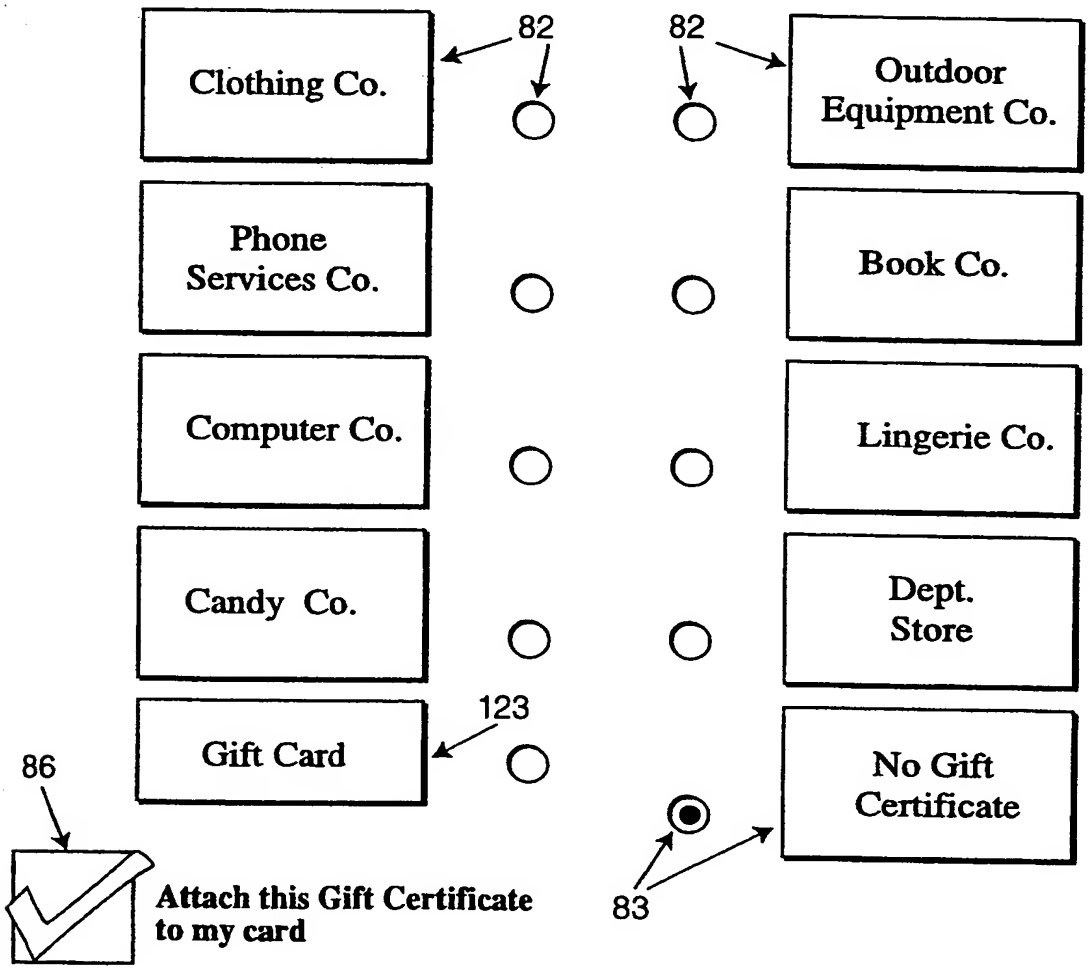


Fig. 9

Postage Stamp

Give that extra thought to your greeting by selecting the perfect stamp

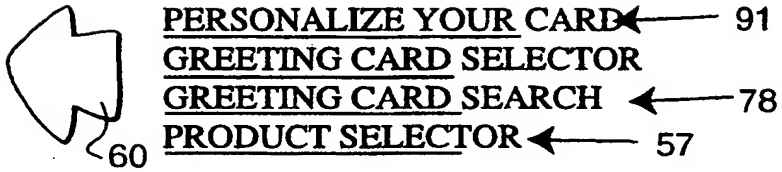
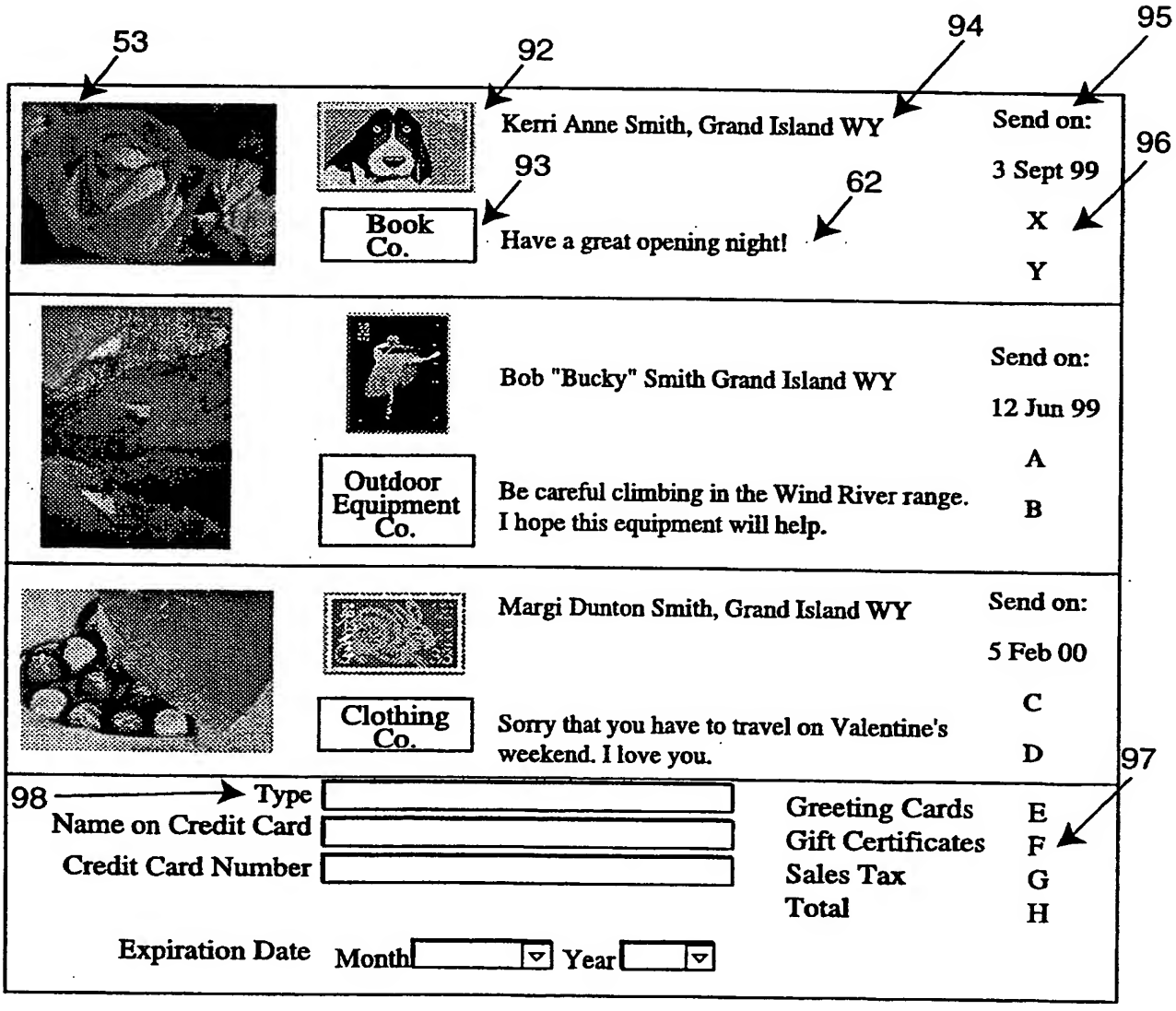


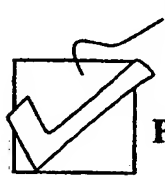
Fig.10

BNSDOCID: <WO 0070517A2 I >

Shopping Cart

Here are the items that you have selected.
You can select additional items using the Product Selector, or place your order now.





Place my order

Subsidize my cost

PRODUCT SELECTOR
MEMBER SERVICES

57
59
60

Fig.11

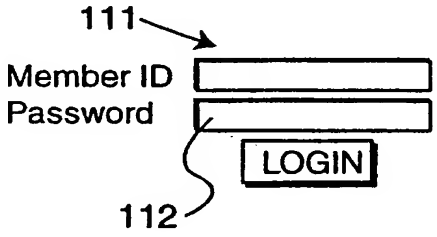
Member Service Login

Members of XXXX receive a variety of benefits:

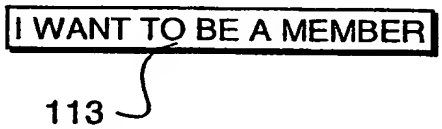
- **Simplified ordering of cards**
- **On-line address book**
- **Reminder of important events (we'll even Emil you a reminder!)**
- **Ability to schedule delivery of cards far in advance**
- **History of your card orders**
  (to answer question like: "what card did I sent Mom last year?")

The information that you provide is used ONLY within XXXX.
We will never give or sell this information to anyone else.
Your information is secure.

Please provide your Member ID and Password to access your secure member information.



If you are not an XXXX Greetings member and would like to receive extended benefits, just click.
...



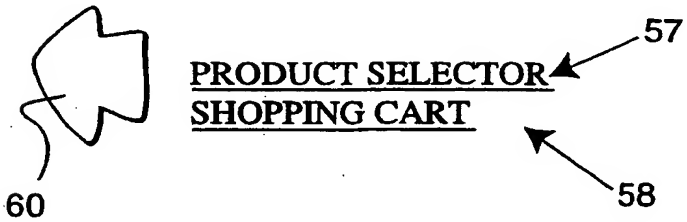


Fig.12

BNSDOCID: <WO_____0070517A2_I_>

Member Profile

You can use this form to edit your confidential personal information. Please make your changes below to update your information. All information you provide is kept in strict confidence and will never be given or sold to anyone.

Member Login Information

Member ID
Password
Confirm Password
Email Address

Becoming a member allow you to utilize extended services FREE of charge.

Mailing Address and Additional Information

All of this information is OPTIONAL, but it will allow us to speed your ordering process.

Name First MI Last
Company
Address
State
City
Postal Code
Phone Number
Gender ○ Male ◉ Female

Would you like to receive information about special new offers or updates?

- ◉ by email notification
- ○ via postal mailing
- ○ No, please do not send me information

Update My Profile ← 114

59

60 MEMBER SERVICES 57
PRODUCT SELECTOR
SHOPPING CART ← 58

Fig.13

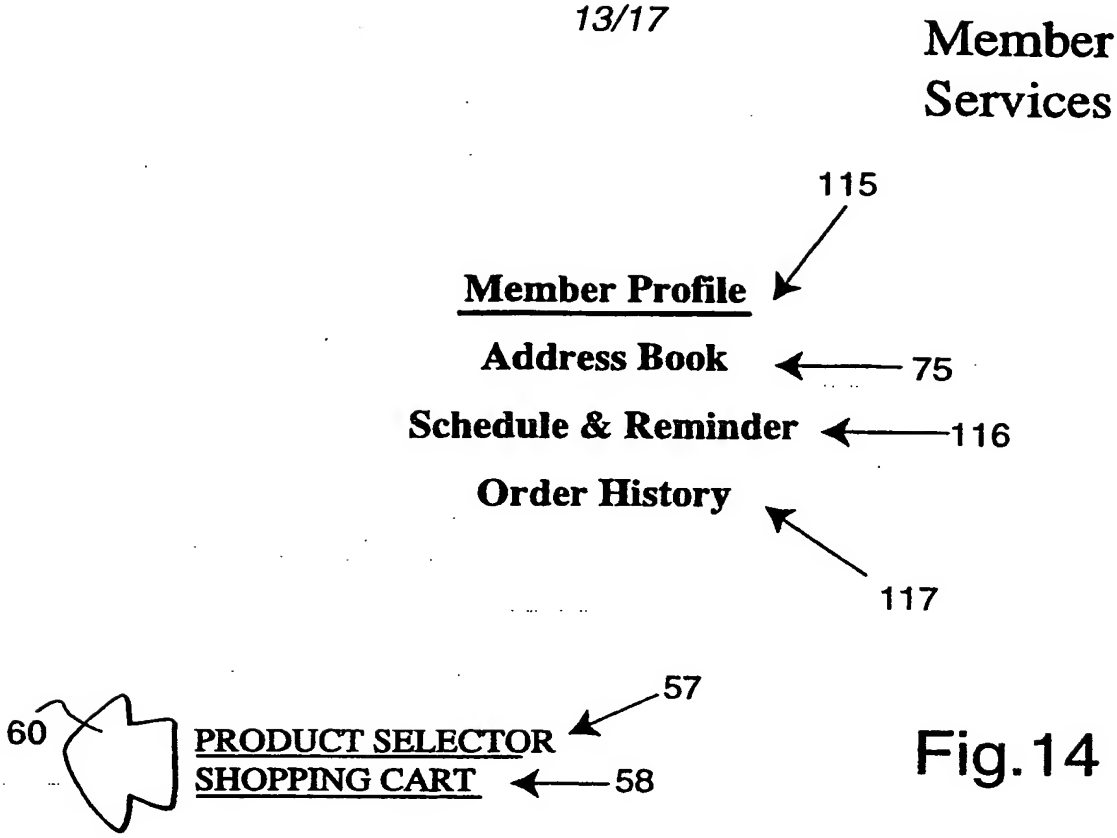


Fig.14

3NSDOCID: <WO_____0070517A2_I_>

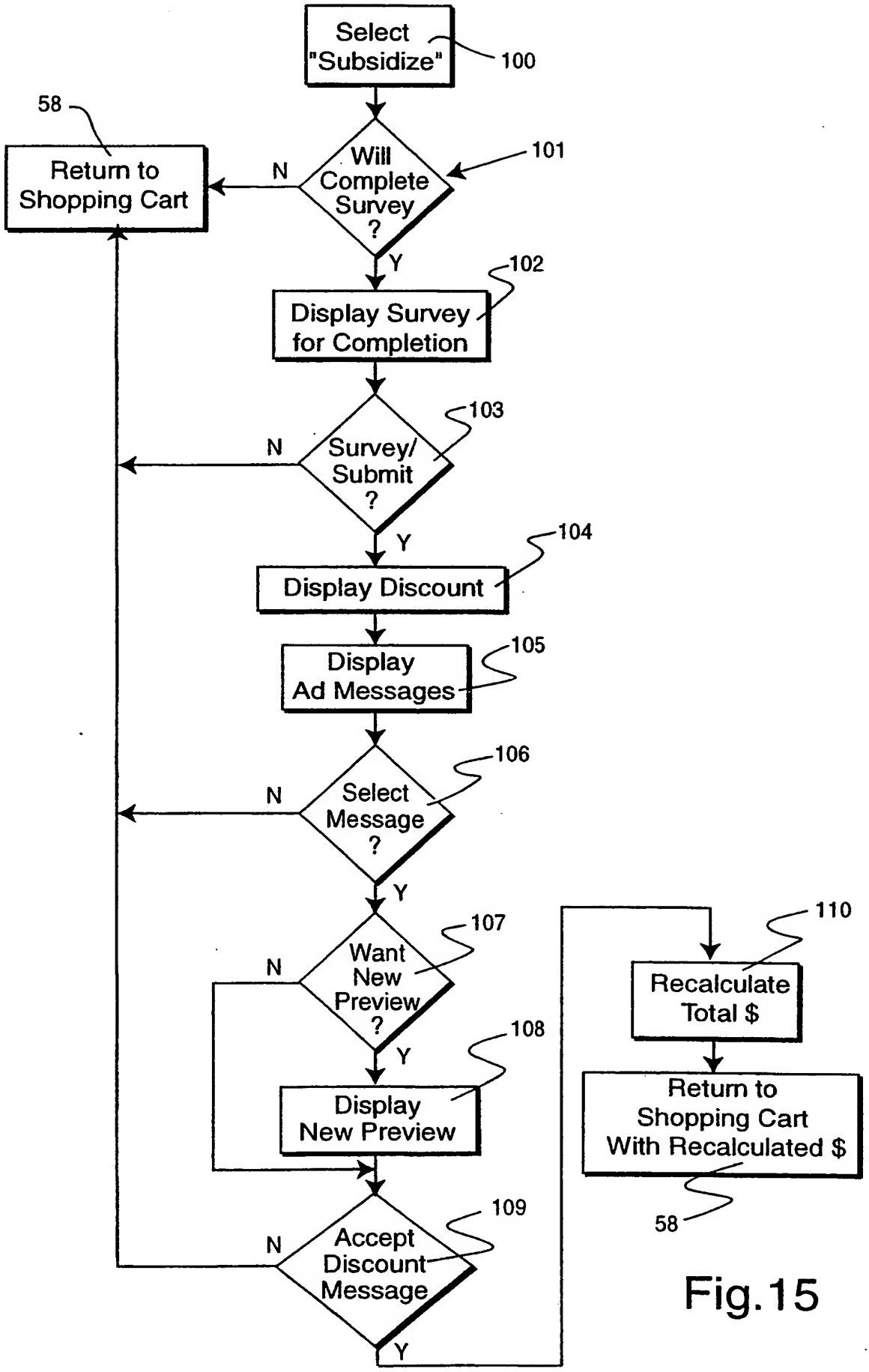

Select "Subsidize"
100
Will Complete Survey ?
101
N
Return to Shopping Cart
58
Y
Display Survey for Completion
102
Survey/ Submit ?
103
N
Y
Display Discount
104
Display Ad Messages
105
Select Message ?
106
N
Y
Want New Preview ?
107
N
Y
Display New Preview
108
Accept Discount Message
109
N
Y
Recalculate Total $
110
Return to Shopping Cart With Recalculated $
58

Fig.15

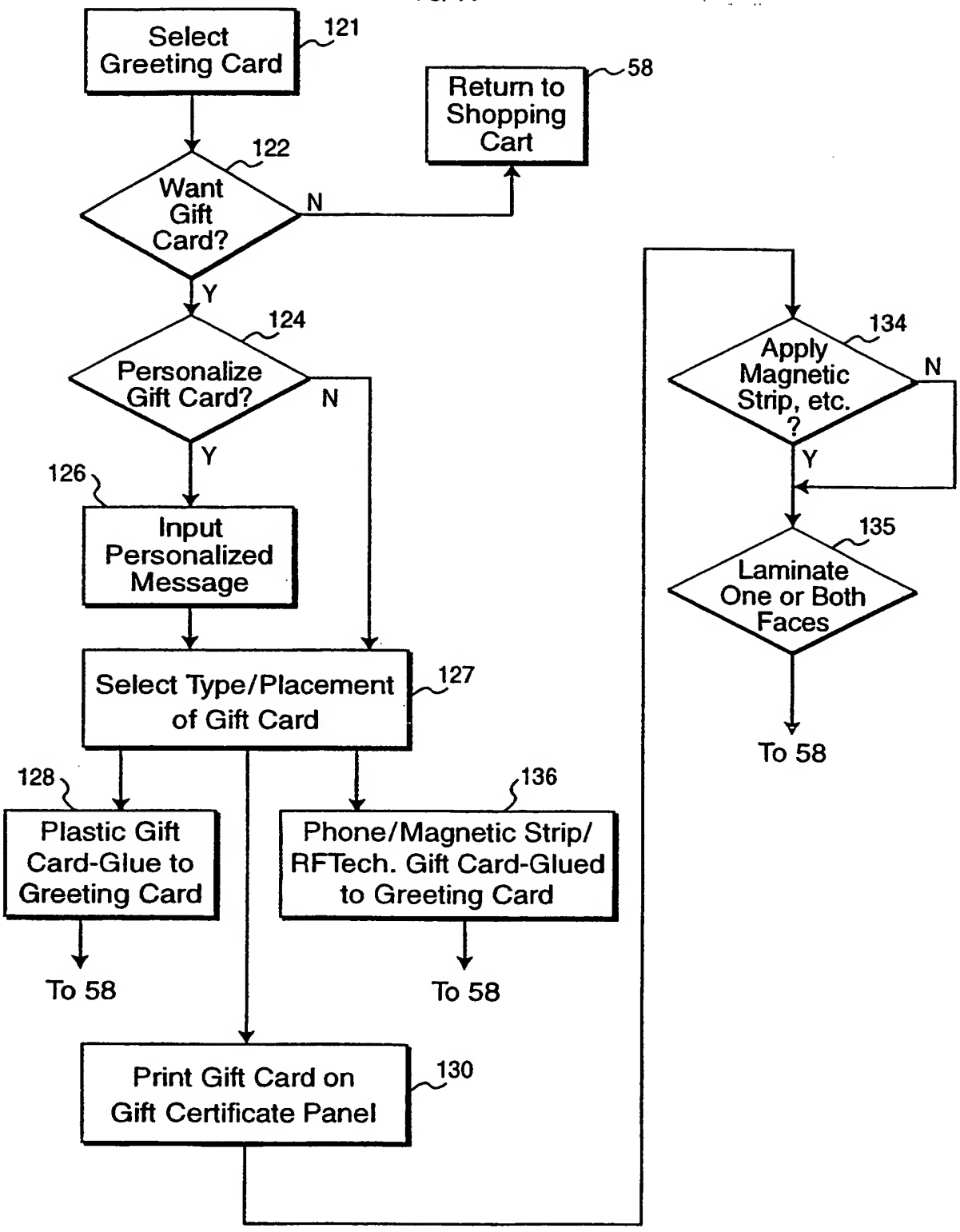


Fig. 16

BNSDOCID: <WO_____0070517A2_I_>

Fig. 17

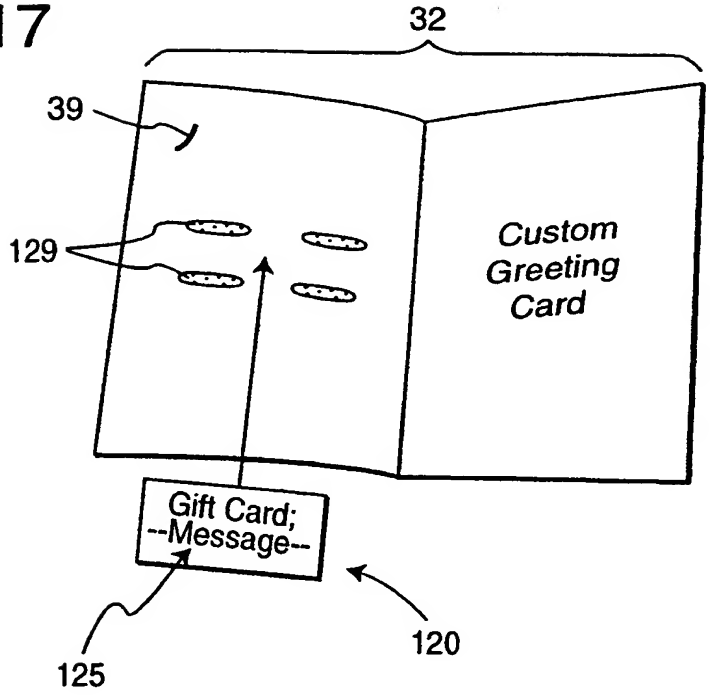

32
39
129
Custom Greeting Card
Gift Card; --Message--
125
120

Fig. 18

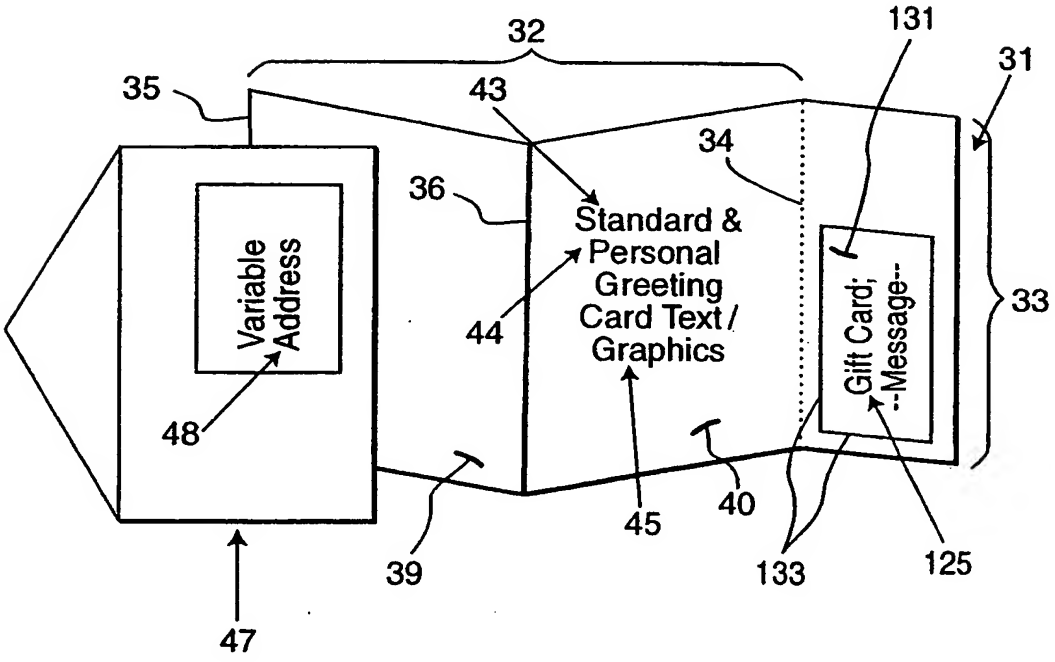

32
131
31
35
43
34
36
Standard & Personal Greeting Card Text / Graphics
Variable Address
Gift Card; --Message--
33
44
48
45
40
39
133
125
47

Fig. 19

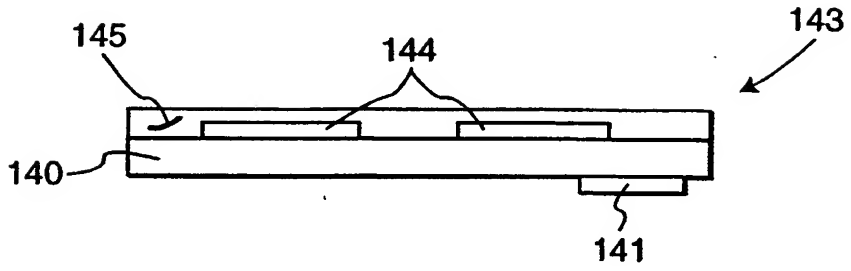


Fig. 20

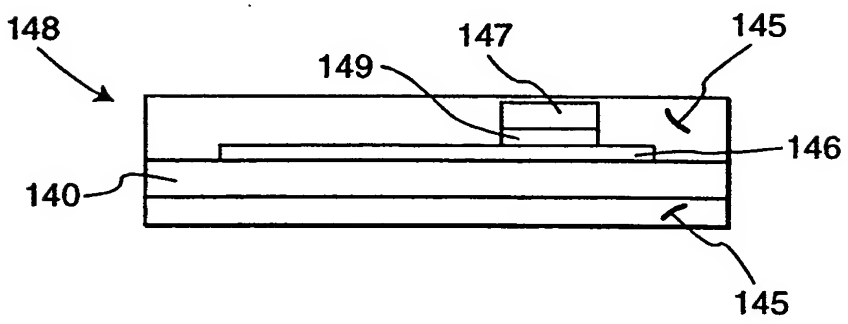
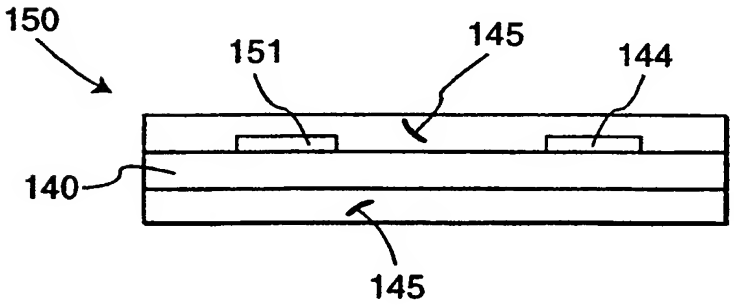


Fig. 21



3NSDOCID: <WO_____0070517A2_I_>

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

REVISED VERSION

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
23 November 2000 (23.11.2000)

PCT

(10) International Publication Number
WO 00/70517 A2

(51) International Patent Classification[7]: G06F 17/60

(21) International Application Number: PCT/US00/12036

(22) International Filing Date: 4 May 2000 (04.05.2000)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
09/310,104 12 May 1999 (12.05.1999) US
09/419,874 15 October 1999 (15.10.1999) US

(71) Applicant: MOORE NORTH AMERICA, INC. [US/US]; 300 Lang Boulevard, Grand Island, NY 14072-1697 (US).

(72) Inventors: SMITH, Eric, W.; 40 Hollyvale Drive, Rochester, NY 14618 (US). DORFMAN, Alex; 66 Deumant Terrace, Tonawanda, NY 14223 (US). GREULICH, Kenneth, R.; 400 Riverview Drive, Youngstown, NY 14174 (US). BROAD, Thomas, M.; 11074 Carpenter Road, South Wales, NY 14139 (US).

(74) Agent: VANDERHYE, Robert, A.; Nixon & Vanderhye P.C., Suite 800, 1100 North Glebe Road, Arlington, VA 22201-4714 (US).

(81) Designated States *(national)*: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.

(84) Designated States *(regional)*: ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

Published:
— *with declaration under Article 17(2)(a); without abstract; title not checked by the International Searching Authority*

(48) Date of publication of this revised version:
8 November 2001

(15) Information about Correction:
see PCT Gazette No. 45/2001 of 8 November 2001, Section II

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

WO 00/70517 A2

(54) Title: SUPPLYING GREETING CARDS AND GIFT CARDS OVER A GLOBAL COMPUTER NETWORK

(57) Abstract:

PATENT COOPERATION TREATY

PCT

DECLARATION OF NON-ESTABLISHMENT OF INTERNATIONAL SEARCH REPORT

(PCT Article 17(2)(a), Rules 13ter.1(c) and Rule 39)

Applicant's or agent's file reference	IMPORTANT DECLARATION	Date of mailing *(day/month/year)*
263-2342		02/04/2001
International application No.	International filing date *(day/month/year)*	(Earliest) Priority date *(day/month/year)*
PCT/US 00/12036	04/05/2000	12/05/1999
International Patent Classification (IPC) or both national classification and IPC	G06F17/60	
Applicant		
MOORE NORTH AMERICA, INC.		

This International Searching Authority hereby declares, according to Article 17(2)(a), that **no international search report will be established** on the international application for the reasons indicated below

1. ☐ The subject matter of the international application relates to:
   - a. ☐ scientific theories.
   - b. ☐ mathematical theories
   - c. ☐ plant varieties.
   - d. ☐ animal varieties.
   - e. ☐ essentially biological processes for the production of plants and animals, other than microbiological processes and the products of such processes.
   - f. ☐ schemes, rules or methods of doing business.
   - g. ☐ schemes, rules or methods of performing purely mental acts.
   - h. ☐ schemes, rules or methods of playing games.
   - i. ☐ methods for treatment of the human body by surgery or therapy.
   - j. ☐ methods for treatment of the animal body by surgery or therapy.
   - k. ☐ diagnostic methods practised on the human or animal body.
   - l. ☐ mere presentations of information.
   - m. ☐ computer programs for which this International Searching Authority is not equipped to search prior art.

2. ☒ The failure of the following parts of the international application to comply with prescribed requirements prevents a meaningful search from being carried out:
   ☐ the description ☒ the claims ☐ the drawings

3. ☐ The failure of the nucleotide and/or amino acid sequence listing to comply with the standard provided for in Annex C of the Administrative Instructions prevents a meaningful search from being carried out:
   - ☐ the written form has not been furnished or does not comply with the standard.
   - ☐ the computer readable form has not been furnished or does not comply with the standard.

4. Further comments: SEE FURTHER INFO

Name and mailing address of the International Searching Authority	Authorized officer
European Patent Office, P.B. 5818 Patentlaan 2 NL-2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016	Lucia Van Pinxteren

Form PCT/ISA/203 (July 1998)

3NSDOCID: <WO_____0070517A2_IA>

FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 203

The subject matter claimed falls under the provisions of Article 17(2)(a)(i) and Rule 39.1(iii), PCT, such subject-matter relating to a method of doing business.
Certain claims refer to conventional apparatus to carry out the method of doing business. The search division regards it as meaningless to carry out a search on such subject-matter, as to do so would not serve any useful purpose in the future (Guidelines Part B-VIII,1-6).

The applicant's attention is drawn to the fact that claims relating to inventions in respect of which no international search report has been established need not be the subject of an international preliminary examination (Rule 66.1(e) PCT). The applicant is advised that the EPO policy when acting as an International Preliminary Examining Authority is normally not to carry out a preliminary examination on matter which has not been searched. This is the case irrespective of whether or not the claims are amended following receipt of the search report or during any Chapter II procedure. If the application proceeds into the regional phase before the EPO, the applicant is reminded that a search may be carried out during examination before the EPO (see EPO Guideline C-VI, 8.5), should the problems which led to the Article 17(2) declaration be overcome.

3NSDOCID: <WO 0070517A2 IA>

This Page is Inserted by IFW Indexing and Scanning Operations and is not part of the Official Record

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- ☐ BLACK BORDERS
- ☐ IMAGE CUT OFF AT TOP, BOTTOM OR SIDES
- ☑ FADED TEXT OR DRAWING
- ☐ BLURRED OR ILLEGIBLE TEXT OR DRAWING
- ☐ SKEWED/SLANTED IMAGES
- ☐ COLOR OR BLACK AND WHITE PHOTOGRAPHS
- ☐ GRAY SCALE DOCUMENTS
- ☑ LINES OR MARKS ON ORIGINAL DOCUMENT
- ☐ REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY
- ☐ OTHER: _____

IMAGES ARE BEST AVAILABLE COPY.

As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.